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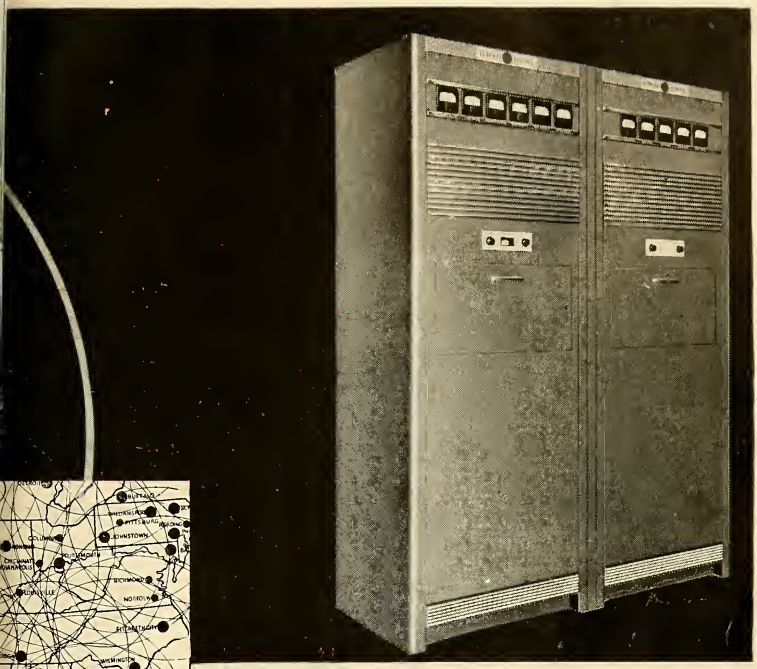

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THE 1945 RADIO ANNUAL

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Edited by
JACK ALICOATE

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FOREWORD

Radio Daily herewith presents the eighth edition of RADIO ANNUAL, a volume compellingly reflecting the inevitably changing complexion and constant march, both of victory and of progress, of the colorful industry of RADIO. The thousand pages that follow are as accurate as humanly possible. The text comes from a thousand reliable sources.

DEDICATION

The great field of RADIO is now concerned, perhaps more than ever before, with the problems of preparedness. Preparedness first with the concluding stages of the War, and preparedness second, with the industry's own reconversion period as well as the advent of Television. It is to this dual purpose, specifically, that this 1945 Edition is dedicated.

APPRECIATION

The editor wishes to take this opportunity to thank all those who have so enthusiastically helped in the full revision, re-arrangement and material strengthening of this volume. To the FCC, the NAB, the world-wide organizations of NBC, CBS, the American Broadcasting Co. (Blue), and Mutual, as well as the great legion of radio showmen everywhere we gratefully acknowledge their assistance with a hearty and understanding thank you.

Jack Alicoate

EDITOR and PUBLISHER

TRANSAMERICAN

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EDITORIAL INDEX 1945 1945

A

Acoustical Society of America..... 971
Actors' Equity Association..... 971
Advertisers' Index 27

ADVERTISING:
- Advertising Federation of America.... 971
- Advertising Research Foundation 972
- Agencies, Addresses, Personnel, etc.... 165
- Agency Expenditures by Network..... 133
- American Assn. of Adv. Agencies..... 972
- Billings, Network 133
- Commercial Programs 865
- Expenditures, Network 135
- Agents and Managers, Talent..... 897

ALABAMA:
- Census and "Shifting Populations"..... 277
- Chief Engineers of Stations..... 915
- Home Economics Directors of Stations.. 863
- Musical Directors of Stations..... 900
- Stations, Facilities and Personnel..... 347

ALASKA:
- Chief Engineers of Stations..... 920
- Stations, Facilities and Personnel..... 647

ALBERTA:
- Chief Engineers of Stations..... 920
- Musical Directors of Stations..... 903
- Stations, Facilities and Personnel..... 657

Alicoate, Jack, Introduction by..... 3
All American Program of 1944, (RADIO DAILY Poll) 89
American Assn. of Adv. Agencies..... 972
American Bar Assn. (Standing Committee on Communications) 972
American Broadcasting Co. (Refer to Blue Network)
American Communications Assn. 972
American Council on Education..... 972
American Federation of Musicians..... 972
American Federation of Radio Artists.... 972
American Guild of Musical Artists..... 973
American Marketing Association 973
American Newspaper Publishers Assn... 973
American Radio Relay League..... 973
American Society of Composers, Authors and Publishers:
- Article by Deems Taylor..... 729
- Personnel 974
- Publisher Members 730

American Television Society..... 974
Announcers and Their Work, 1944..... 835
Applications, FCC Regulations Regarding Broadcasting (See pages 198 and 203 in 1944 Radio Annual) 215
Argentina, Stations of.....1008

ARIZONA:
- Census and "Shifting Populations"..... 277
- Chief Engineers of Stations..... 915
- Home Economics Directors of Stations.. 863
- Musical Directors of Stations..... 900
- Stations, Facilities and Personnel..... 350

Arizona Broadcasting Co., Personnel..... 317
Arizona Network, Personnel..... 317

ARKANSAS:
- Census and "Shifting Populations"..... 277
- Chief Engineers of Stations..... 915
- Home Economics Directors of Stations... 863
- Stations, Facilities and Personnel..... 353

Arrowhead Network, personnel..... 317

ARTICLES:
- A Good Song Lives Forever, by Morton Downey 61
- AMP, by Clinton M. Finney..... 734
- ASCAP, by Deems Taylor..... 729
- Blue Network Co., by Mark Woods..... 291
- BMI, by M. E. Tompkins..... 736
- Business Side of Radio, by M. H. Shapiro 131
- Canadian Post-War Plans, by Glen Bannerman 71

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Meanwhile, he not only continues to sing daily on WHB for Cook's . . . but he's proud to sing in WHB's praise as the result of a Kansas City radio-station program-survey just completed by the Merchants' Association. Tabulated, here are the facts:

RETAIL RADIO SURVEY
Kansas City Merchants Association
Tabulating 600 replies to 4775 questionnaires sent by the Association to home-makers in this area.

Question: "Which radio station in Kansas City do you most prefer for Shopping Programs?"
Answerss WHB 364 votes.....60%
Station B 87 votes..14% Station D 17 votes .028%
Station C 47 votes.078% Station E 5 votes .088%

Question: "Do you listen regularly to any of the Shopping Programs which are now on the air?"
Answers: Of the 600 replies, the following mentions were made:
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228 mentions 38%
WHB—"Sandra Lea" The Plaza Shopper
174 mentions 29%
Station B—Downtown Store Program
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EDITORIAL INDEX

Chicago Looks to the Future, by Bill Irwin 69
Columbia Broadcasting System, by Paul W. Kesten 297
Equipment Men Eye the Peace, by H. N. Willets 907
FM as an Educational Medium, by I. Keith Tyler 51
Federal Communications Commission, by Paul A. Porter..... 33
Film Outlook in Television, by Ralph B. Austrian 225
Instantaneous Recordings, by Ralph C. Powell 909
Market for Radio in 1945, by M. H. Shapiro 57
Mutual Broadcasting System, by Edgar Kobak 303
NAB, Article by J. Harold Ryan..... 35
National Broadcasting Co., by Niles Trammell 309
On the Washington Front, by Andrew H. Older 67
Picture on Television, by Lewis Allen Weiss 229
Progress of FM During 1944, by Myles L. Loucks 945
Report on the "Voice of America," by Louis G. Cowan..... 45
SESAC, by Paul Heinecke..... 742
Symphonic Music on the Air, by Serge Koussevitzky 49
Television Goes Commercial, by Allen B. DuMont 47
Television Moves Ahead, by Frank Burke 223
Twenty-Five Years of Radio, by Frank Burke 37
U. S. Radio Stations at War, by M. H. Shapiro 43
Wartime Sports Broadcasting, by Don Dunphy 63
West Coast Had a Busy Year, by Ralph Wilk 65
Women and Radio—1945, by Mildred O'Neill 55
Associated Actors and Artistes of America 974
Associated Music Publishers:
Article by Clinton M. Finney..... 734
Officers, Personnel 734
Publisher Members 734
Assn. of Canadian Advertisers..... 974
Assn. for Education by Radio.. 975
Assn. of National Advertisers..... 975
Assn. of Radio News Analysts..... 975
Australian Broadcasting Commission..... 976
Austrian, Ralph B., Article by..... 225
Authors' League 976

B

Backstage (People in Production During 1944) 820
Bannerman, Glen, Article by..... 71
Behind the Mike (Radio Artists and Their Work, 1944) 748
Billings:
Agency Gross by Networks..... 133
Sponsor 133

BLUE NETWORK CO.:
Affiliates, Alphabetically Listed by City 340
Commercial Programs in 1944..... 865
Gross Billings by Agencies in 1944.... 133
Network Map 292, 293
Personnel 294
Sponsor Expenditures, 1944..... 135
Stations, Owned and Managed by..... 295
Woods, Mark, Article by..... 291
BMI Canada, Ltd. 976
Board of War Communications.....73, 976
Bolivia, Stations of.....1009
Brazil, Stations of.....1010
British Broadcasting Corporation 976
British Guiana, Station of.....1012
British Honduras, Station of.....1012

BRITISH COLUMBIA:
Chief Engineers of Stations..... 920
Stations, Facilities and Personnel..... 658
Broadcast Music, Inc. (BMI):
Article by M. E. Tompkins..... 736
Officers and Personnel..... 977
Publisher Members 737
Burke, Frank, Articles by..... 37, 223
Business Side of Radio:
Advertising Agencies 165
Agency and Sponsor Billings..... 133
American Assn. of Adv. Agencies..... 972
Business Side of Radio, by M. H. Shapiro 131
Census Data 273
Federal Communications Commission.. 215
Federal Trade Commission..... 978

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EDITORIAL INDEX

First Advertising Agency Group..... 978
National Industrial Adv. Assn..... 981
Network Billings 133
News Services 163
Pacific Advertising Assn..... 982
Publications (Radio) 259
Research Organizations 214
"Shifting Populations" Data..... 273
Station Representatives 143
War Advertising Council 987

C

Calendar of Holidays and Leading Events 125

CALIFORNIA:
- Census and "Shifting Populations".... 277
- Chief Engineers of Stations..... 915
- Home Economics Directors of Stations.. 863
- Musical Directors of Stations..... 900
- Stations, Facilities and Personnel..... 357

CANADA:
- Article by Glen Bannerman..... 71
- Canadian Association of Broadcasters.. 977
- Canadian Broadcasting Corp. 654
- Canadian Performing Right Society, Ltd. 977
- Chief Engineers of Stations..... 920
- Musical Directors of Stations..... 903
- Section 653
- Stations, Alphabetically Listed by Call Letter 655
- Stations Listed by Province with Detailed Information 657
- Station Representatives in Canada.... 143

Catholic Actors Guild of America..... 977
Catholic Writers Guild of America..... 977
Census and Population Statistics:
- Census Data by Regions, Divisions and States 275
- Noble, Wm. P., Article on Market Data. 274

Chicago Radio Management Club..... 977
Chief Engineers of Stations..... 915
Chile, Stations of.....1012
Codes:
- Censorship 111
- NAB 967

Colombia, Stations of.....1014

COLORADO:
- Census and "Shifting Populations".... 278
- Chief Engineers of Stations..... 915
- Home Economics Directors of Stations.. 863
- Musical Directors of Stations..... 900
- Stations, Facilities and Personnel..... 375

COLUMBIA BROADCASTING SYSTEM:
- Affiliates, Alphabetically Listed by City 340
- Commercial Programs in 1944..... 865
- Gross Billings by Agencies, 1944..... 133
- Kesten, Paul W., Article by..... 297
- La Cadena de las Americas (Pan American Network) of CBS Stiaions, Personnel 994
- Network Map 298, 299
- Personnel 300
- Sponsor Expenditures, 1944..... 137
- Stations, Owned and Operated by..... 302

Commentators:
- News, and Their Work in 1944..... 803
- Sports, and Their Work in 1944..... 815

Commercial Programs of Networks in 1944 865
Committee on Consumer Relations in Advertising 978

CONNECTICUT:
- Census and "Shifting Populations".... 278
- Chief Engineers of Stations..... 916
- Home Economics Directors of Stations.. 863
- Musical Directors of Stations..... 900
- Stations, Facilities and Personnel..... 379

Connecticut State Network, Personnel.... 317
Consulting Radio Engineers..... 921
Costa Rica, Stations of.....1016
Cowan, Louis G., Article by..... 45
Cuba, Stations of.....1016

D

Daniel Boone Regional Network, Personnel 317

DELAWARE:
- Census and "Shifting Populations".... 278
- Chief Engineers of Stations..... 916
- Stations, Facilities and Personnel..... 384

Directors' Guild—Programs 859

DISTRICT OF COLUMBIA:
- Census and "Shifting Populations".... 278
- Chief Engineers of Stations..... 916
- Home Economics Directors of Stations.. 863
- Musical Directors of Stations..... 900
- Stations, Facilities and Personnel..... 385

Dominican Republic, Stations of.....1018

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CHESTERFIELD SUPPER CLUB

ON NBC

EDITORIAL INDEX

Don Lee Broadcasting System, Personnel. 317
Downey, Morton, Article by..... 61
Dramatists' Guild, Officers..... 978
DuMont, Allen B., Article..... 47
Dunphy, Don, Article by..... 63

E

Ecuador, Stations of.....1019

EDUCATION:
- Association for Education by Radio.... 975
- Educational Broadcast Stations, FCC Regulations for Non-Commercial..989, 990
- FM as an Educational Medium, by I. Keith Tyler..... 51
- Federal Radio Education Committee... 978
- Institute for Education by Radio..... 979
- National Association of Educational Broadcasters 981, 989
- Non-Commercial Educational Stations.. 990

El Salvador, Stations of.....1020
Engineers, Chiefs of Stations..... 915
Equipment Firms, Officers, Addresses.... 923
Expenditures:
- Advertising Agency, on Networks..... 133
- Network, by Sponsors..... 135

F

Federal Communications Bar Assn..... 978

FEDERAL COMMUNICATIONS COMMISSION:
- FM Allocation Proposals..... 950
- Growth Chart of Stations, 1941-1944.... 59
- High Frequency (FM) Stations..... 952
- Personnel 216
- Porter, Paul A., Statement by..... 33
- Television Allocation, Proposed..... 249

Federal Council of the Churches of Christ in America, Department of National Religious Radio..... 978
Federal Radio Education Committee..... 978
Federal Trade Commission..... 978
Finney, Clinton M., AMP Article by..... 734
First Advertising Agency Group..... 978

FLORIDA:
- Census and "Shifting Populations".... 278
- Stations, Facilities and Personnel..... 387

FM Broadcasters, Inc.....946, 979
FM News Highlights—1944..... 947

FOREIGN:
- Censorship Code on Foreign Language Programs 120
- International Section 991
- Networks (Latin-American)....994, 998, 1006
- Stations (Latin-American) 994

FREQUENCY MODULATION:
- Article on FM, by I. Keith Tyler..... 51
- FM Allocation Proposals..... 950
- FM Broadcasters, Inc.....979, 946
- FM Developmental Stations..... 960
- FM News Highlights—1944..... 947
- Pending Applications..... 953
- Progress of FM During 1944, by Myles L. Loucks..... 945
- Section 943
- Stations 952

G

GEORGIA:
- Census and "Shifting Populations"..... 279
- Stations, Facilities and Personnel..... 395

Georgia Broadcasting System..... 318
Georgia Major Market Trio..... 318
Guatemala, Stations of.....1020
Guilds 961

H

Haiti, Stations of.....1020

HAWAII:
- Stations, Facilities and Personnel..... 649

Heinecke, Paul, SESAC Article by..... 742
Hollywood Victory Committee for Stage, Screen & Radio..... 979
Home Economics Directors of Stations.... 863
Honduras, Stations of.....1021

I

IDAHO:
- Census and "Shifting Populations"..... 279
- Chief Engineers of Stations..... 916
- Home Economics Directors of Stations.. 863
- Musical Directors of Stations..... 900
- Stations, Facilities and Personnel..... 402

Kate Smith

EDITORIAL INDEX

ILLINOIS:
- Census and "Shifting Populations" 279
- Chief Engineers of Stations 916
- Home Economics Directors of Stations .. 863
- Musical Directors of Stations 900
- Stations, Facilities and Personnel 405

INDIANA:
- Census and "Shifting Populations" 279
- Chief Engineers of Stations 916
- Home Economics Directors of Stations ... 863
- Musical Directors of Stations 900
- Stations, Facilities and Personnel 417

Institute for Education by Radio 979
Institute of Radio Engineers 979
Intercollegiate Broadcasting System 980
Interdepartment Radio Advisory Committee 980
Intermountain Network, Officers 318
International Broadcast Stations, U. S. 992
International Brotherhood of Electrical Workers 980
International News Service 163
International Section 991
Introduction by Jack Alicoate 3

IOWA:
- Census and "Shifting Populations" 280
- Chief Engineers of Stations 916
- Home Economics Directors of Stations .. 863
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 423

Irwin, Bill, Article by 69

K

KANSAS:
- Census and "Shifting Populations" 280
- Chief Engineers of Stations 916
- Home Economics Directors of Stations ... 863
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 431

Kansas State Network, Officers 318

KENTUCKY:
- Census and "Shifting Populations" 280
- Chief Engineers of Stations 916
- Home Economics Directors of Stations .. 863
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 437

Kesten, Paul W., Article by 297

Keystone Broadcasting System:
- Personnel 316

Kobak, Edgar, Article by 303
Koussevitzky, Serge, Article by 49

L

Lambs, The, Officers 980
Latin-American Networks and Stations 991
Libraries, Script and Transcription 728
Lone Star Chain, Officers 318
Loucks, Myles L., Article by 945

LOUISIANA:
- Census and "Shifting Populations" 280
- Chief Engineers of Stations 916
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 441

M

Magazines, Radio 259

MAINE:
- Census and "Shifting Populations" 281
- Chief Engineers of Stations 916
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 444

Managers and Agents, Talent 897

MANITOBA:
- Chief Engineers of Stations 920
- Musical Directors of Stations 903
- Stations, Facilities and Personnel 661

Market Research Council 980

MARKET STATISTICS (U. S. Census):
- By States and Counties 275
- Growth of Stations—1941 to 1944 59
- Noble, Wm. P., Article on Market Data .. 274
- Shapiro, M. H., Article by 57
- "Shifting Populations" 273

MARYLAND:
- Census and "Shifting Populations" 281
- Chief Engineers of Stations 916
- Home Economics Directors of Stations ... 863
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 447

Maryland All-Home Network 318
Mason-Dixon Radio Group 318

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EDITORIAL INDEX

MASSACHUSETTS:
- Census and "Shifting Populations" 281
- Chief Engineers of Stations 917
- Home Economics Directors of Stations .. 863
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 453

McClatchy Beeline, Officers 319
Mexico, Stations of 1002

MICHIGAN:
- Census and "Shifting Populations" 281
- Chief Engineers of Stations 917
- Home Economics Directors of Stations ... 863
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 461

Michigan Radio Network 319

MINNESOTA:
- Census and "Shifting Populations" 282
- Chief Engineers of Stations 917
- Home Economics Directors of Stations ... 864
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 471

MISSISSIPPI:
- Census and "Shifting Populations" 282
- Chief Engineers of Stations 917
- Home Economics Directors of Stations ... 864
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 478

Mississippi Broadcasters Association 319

MISSOURI:
- Census and "Shifting Populations" 282
- Chief Engineers of Stations 917
- Home Economics Directors of Stations ... 864
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 483

MONTANA:
- Census and "Shifting Populations" 282
- Chief Engineers of Stations 917
- Home Economics Directors of Stations ... 864
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 488

Musical Conductors and Their Work, 1944 . 783
Musical Directors of Stations 900
Music Publishers' Protective Association .. 980

MUTUAL BROADCASTING SYSTEM:
- Affiliates, Alphabetically Listed by City . 340
- Commercial Programs in 1944 865
- Gross Billings by Agencies in 1944 135
- Kobak, Edgar, Article by 303
- Network Map 304, 305
- Personnel 306
- Sponsor Expenditures, 1944 139

N

NATIONAL ASSOCIATION OF BROADCASTERS:
- Code 967
- Personnel, Directors, Committees 962, 980
- Resolution 970
- Statement by J. Harold Ryan 35

National Assn. of Educational Broadcasters, Personnel 981
- List of Member Stations 989

National Assn. of Performing Artists 981

NATIONAL BROADCASTING CO.:
- Affiliates, Alphabetically Listed by City 340
- Commercial Programs in 1944 865
- Network Map 310, 311
- Pan American, Network of 998
- Personnel 312
- Stations, Owned and Operated by 315
- Trammell, Niles, Article by 309

National Independent Broadcasters 981
National Industrial Adv. Assn. 981
National Variety Artists 982

NEBRASKA:
- Census and "Shifting Populations" 282
- Chief Engineers of Stations 917
- Home Economics Directors of Stations ... 864
- Musical Directors of Stations 901
- Stations, Facilities and Personnel 491

Nebraska Broadcasters Assn. 982

NETWORKS:
- Advertising Agency Gross Billings 133
- Affiliated Stations, Listed by City 340
- Blue Network Co. 291
- Canadian Broadcasting Corp. 654
- Columbia Broadcasting System 297
- Expenditures by Agencies and Sponsors 135
- Keystone Broadcasting System 316
- Mutual Broadcasting System 303
- National Broadcasting Co. 309
- National Networks 289
- Pan American Networks 994
- Programs, Commercial, 1944 865

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EDITORIAL INDEX

Regional Networks..... 317
Sponsors Network Expenditures..... 135

NEVADA:
Census and "Shifting Populations"..... 282
Chief Engineers of Stations..... 917
Stations, Facilities and Personnel..... 493

NEW BRUNSWICK:
Stations, Facilities and Personnel..... 662
New England Regional Network..... 319

NEW HAMPSHIRE:
Census and "Shifting Populations"..... 283
Chief Engineers of Stations..... 917
Home Economics Directors of Stations... 864
Musical Directors of Stations..... 901
Stations, Facilities and Personnel..... 495

NEW JERSEY:
Census and "Shifting Populations"..... 283
Chief Engineers of Stations..... 917
Home Economics Directors of Stations... 864
Musical Directors of Stations..... 901
Stations, Facilities and Personnel..... 497

NEW MEXICO:
Census and "Shifting Populations"..... 283
Chief Engineers of Stations..... 917
Home Economics Directors of Stations... 864
Musical Directors of Stations..... 902
Stations, Facilities and Personnel..... 500

NEW YORK:
Census and "Shifting Populations"..... 283
Chief Engineers of Stations..... 918
Home Economics Directors of Stations... 864
Musical Directors of Stations..... 902
Stations, Facilities and Personnel..... 503
News Commentators and Their Work, 1944 803
News Events of 1944, Ten Outstanding... 39
News Services 163
Nicaragua, Stations of.....1021
Noble, Wm. P., Article on Market Data.. 274

NORTH CAROLINA:
Census and "Shifting Populations"..... 284
Chief Engineers of Stations..... 918
Home Economics Directors of Stations... 864
Musical Directors of Stations..... 902
Stations, Facilities and Personnel..... 535
North Central Broadcasting System..... 319

NORTH DAKOTA:
Census and "Shifting Populations"..... 283
Chief Engineers of Stations..... 918
Home Economics Directors of Stations.. 864
Musical Directors of Stations..... 902
Stations, Facilities and Personnel..... 543
Northern Broadcasting & Publishing, Ltd.. 319
Northern California Broadcasters Assn.... 982
Northwest Network..... 320

NOVA SCOTIA:
Chief Engineers of Stations..... 920
Musical Directors of Stations..... 903
Stations, Facilities and Personnel..... 663

O

Office of Censorship:
Code of Wartime Practices..... 111
Office of War Information, Domestic Radio Bureau:
Radio Goes to War—1944..... 41

OHIO:
Census and "Shifting Populations"..... 284
Chief Engineers of Stations..... 918
Home Economics Directors of Stations... 864
Musical Directors of Stations..... 902
Stations, Facilities and Personnel..... 546
Ohio Association of Broadcasters..... 982

OKLAHOMA:
Census and "Shifting Populations"..... 284
Chief Engineers of Stations..... 918
Home Economics Directors of Stations... 864
Musical Directors of Stations..... 902
Stations, Facilities and Personnel..... 561
Oklahoma Metropolitan Line..... 320
Oklahoma Network 320
Older, Andrew H., Article by..... 67
O'Neill, Mildred, Article by..... 55

ONTARIO:
Chief Engineers of Stations..... 920
Stations, Facilities and Personnel.....664
Orchestra Leaders and Their Work, 1944.. 783

OREGON:
Census and "Shifting Populations"..... 284
Chief Engineers of Stations..... 918
Home Economics Directors of Stations... 864
Musical Directors of Stations..... 902
Stations, Facilities and Personnel..... 565
Organizations 961

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INS

EDITORIAL INDEX

P

Pacific Advertising Association..... 982
Pacific Broadcasting Co..... 320
Pan-American Networks 994, 998
Panama, Stations of.....1021
Paraguay, Stations of.....1021

PENNSYLVANIA:
- Census and "Shifting Populations"..... 285
- Chief Engineers of Stations..... 919
- Home Economics Directors of Stations... 864
- Musical Directors of Stations..... 902
- Stations, Facilities and Personnel..... 572

Pennsylvania Broadcasters Assn..... 983
Pennsylvania Network 320
Peru, Stations of.....1022
Piedmont Broadcasting Corp..... 988
Poll (RADIO DAILY'S All American Radio Program of 1944)..... 89
Populations, Change by Regions, Divisions and States 275
Porter, Paul A., Article by..... 33
Powell, Ralph C., Article by..... 909
Press Association, Inc. (Associated Press).. 163

PRINCE EDWARD ISLE:
- Chief Engineers of Stations..... 920
- Musical Directors of Stations..... 903
- Stations, Facilities and Personnel..... 673

PRODUCTION:
- Agents and Managers, Talent..... 897
- ASCAP, Article and Publisher Members 729
- Announcers and Their Work, 1944..... 835
- BMI, Article and Publisher Members... 736
- Backstage (People in Radio Production During 1944) 820
- Censorship Code 111
- Home Economics Directors of Stations... 863
- Libraries, Script and Transcription..... 728
- Managers and Agents, Talent..... 897
- Musical Conductors and Their Work... 783
- Musical Directors of Stations..... 900
- News Commentators and Their Work, 1944 803
- Orchestra Leaders and Their Work, 1944 783
- Programs of 1944, Network Commercial 865
- Program Producers 683
- Radio Artists and Their Work, 1944... 749
- Radio Directors and Their Work..... 859
- SESAC, Article and Publisher Members. 742
- Showman's Calendar 125
- Sports Commentators and Their Work, 1944 815
- Transcription Libraries..... 728
- Vocal Artists and Their Work, 1944.... 793
- Writers, Radio 824

Professional Music Men, Inc..... 983
- Program Producers 683

Publications (Trade-Fan-Technical-General) 259

PUERTO RICO:
- Chief Engineers of Stations..... 920
- Musical Directors of Stations..... 903
- Stations, Facilities and Personnel..... 649

Q

Quaker Network 320

QUEBEC:
- Chief Engineers of Stations..... 920
- Musical Directors of Stations..... 903
- Stations, Facilities and Personnel..... 674

R

Radio Artists and Their Work, 1944..... 749
Radio Club of America..... 983
Radio Council—WBRZ (FM)..... 983

RADIO DAILY:
- All American Radio Program of 1944... 89
- FM News Highlights—1944..... 947
- Television Highlights—1944..... 232

Radio Directors' Guild..... 984
Radio Directors' Guild—Programs..... 859
Radio Executives' Club of New York..... 984
Radio Goes to War, OWI Summary..... 41
Radio Manufacturers' Association: Personnel, Officers 912, 984
Radio Manufacturers' Assn. of Canada.... 985
Radio News Association 163
Radio Programas de Mexico.....1006
Radio Script & Transcription Exchange, Federal Radio Education Committee.... 985
Radio Technical Planning Board..... 985
Radio Writers' Guild of the Authors' League of America..... 985
Regional Networks 317
Research Organizations 214
Reuters 163

RHODE ISLAND:
- Census and "Shifting Populations"..... 285

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EDITORIAL INDEX

Chief Engineers of Stations..... 919
Home Economics Directors of Stations... 864
Musical Directors of Stations..... 902
Stations, Facilities and Personnel..... 593
Rocky Mountain Radio Council..... 985
Rules and Regulations, FCC:
Applications (See pages 198 and 203 in 1944 RADIO ANNUAL)..... 215
Chain Broadcasting Regulations (See page 203 in 1944 RADIO ANNUAL).. 215
FM Allocation Proposals..... 950
Non-Commercial Educational..... 990
Television Allocation Proposals..... 249
Ryan, J. Harold, Article by..... 35

S

SASKATCHEWAN:
Chief Engineers of Stations..... 920
Stations, Facilities and Personnel..... 678

SESAC:
Article by Paul Heinecke..... 742
Officers, Address 986
Publisher Members 743
Shapiro, M. H., Articles by.....43, 57, 131
"Shifting Populations" in U. S. and Regions 275
Showman's Calendar for 1945..... 125
Society of Jewish Composers, Publishers & Song Writers..... 986
Society of Motion Picture Engineers..... 986
Song Writers' Protective Assn..... 986
South and Central American Stations....1008

SOUTH CAROLINA:
Census and "Shifting Populations"..... 285
Chief Engineers of Stations..... 919
Home Economics Directors of Stations... 964
Musical Directors of Stations..... 902
Stations, Facilities and Personnel..... 595
South Central Quality Network..... 321

SOUTH DAKOTA:
Census and "Shifting Populations"..... 285
Chief Engineers of Stations..... 919
Home Economics Directors of Stations... 864
Musical Directors of Stations..... 902
Stations, Facilities and Personnel..... 599
Southern California Broadcasters' Assn... 986
Southern Minnesota Network..... 321
Sponsor Network Expenditures..... 133
Sports Broadcasters' Assn. (New York Chapter) 986
Sports Commentators and Their Work, 1944 815

STATIONS:
Alphabetically (U. S.) by Call Letters with Index to Detailed Information... 324
Alphabetically (U. S.) by City with Major Network Affiliations 340
Blue Network Co., Owned, Managed, or Programmed by 295
Applications, FCC Regulations (See pages 198 and 203 in 1944 RADIO ANNUAL) 215

CANADA:
Alphabetically by Call Letters with Index to Detailed Information..... 655
Chief Engineers of..... 920
Geographically with Detailed Information Listed by Province..... 657
Listed by Province..... 657
Censorship Code 111
CBS, Owned and Operated by..... 302

FCC Lists:
High Frequency (FM)..... 952
International 992
Non-Commercial 990
Television 237, 245
Standard Band (Alphabetically Listed by Call Letters) 324
Growth of Radio Stations, 1941-1944, Chart 59
Home Economics Directors of..... 863
Mexican 1002
Musical Directors of..... 900
National Assn. of Educational Broadcasters 981, 989
NBC, Owned and Operated by..... 315
Representatives 143
South American 994
Standard Broadcast, Detailed Information Listed Alphabetically by States..... 347
Station Statistics 43
Stations, U. S., Article by M. H. Shapiro. 43
Television 237, 245
Surinam (Dutch Guiana), tStaoins of.....1022

T

Talent, Managers and Agents..... 897
Taylor, Deems, ASCAP Article by..... 729
Technical Section 905
Telephone Numbers, Important Radio 100, 101, 102, 103

TELEVISION:
American Television Society..... 974
FCC Allocation (Proposed)..... 249
Film Outlook in Television, by Ralph B. Austrian 225
Picture on Television, by Lewis Allen Weiss 229
Stations, Commercial, Experimental..237, 245

LOOK AT THE STARS

Marlene Dietrich, Luise Rainer, Glenda Farrell, Allan Jones, Ruth Chatterton, Hildegarde, Rags Ragland, Margo, Henny Youngman, Ann Rutherford, Constance Bennett, Block & Sully, Joseph Calleia, Fay Wray, Elsa Maxwell, Gregory Ratoff, Skippy Homeier, Neil Hamilton, Wendy Barrie, Joseph Schildkraut, George Givot, Kay Francis, Jane Withers, Peter Donald, Milton Berle, Richard Arlen, Guy Kibbee, Erin O'Brien-Moore, Dick Powell, Stuart Erwin

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EDITORIAL INDEX

Television Associates, Inc. 986
Television Broadcasters' Assn. 254, 986
Television Facts and Figures 255
Television Goes Commercial, by Allen B. DuMont 47
Television Moves Ahead, by Frank Burke 223
Television Press Club of New York 987
Television Section 221
Television Highlights—1944 232
Theater Television, FCC Proposals

TENNESSEE:
Census and "Shifting Populations" 285
Chief Engineers of Stations 919
Home Economics Directors of Stations 864
Musical Directors of Stations 902
Stations, Facilities and Personnel 601

TEXAS:
Census and "Shifting Populations" 286
Chief Engineers of Stations 919
Home Economics Directors of Stations 864
Musical Directors of Stations 903
Stations, Facilities and Personnel 607
Texas Quality Network, The 321
Texas State Network 321
Tobacco Network, The, Personnel 321
Tompkins, M. E., BMI Article by 736
Trade Publications, Radio and Television 259
Trammell, Niles, Article by 309
Transcription Companies 717
Transcription Libraries 728
Transcription Network (Keystone) 316
Transradio Press Service 163
Tri-City Stations of Virginia 321
Twenty Year Club, Personnel 987
Tyler, I. Keith, Article by 51

U

Unions 961
United Press Association 163
U. S. Department of Interior—Radio and Television Section 987
Uruguay, Stations of 1023

UTAH:
Census and "Shifting Populations" 286
Chief Engineers of Stations 919
Musical Directors of Stations 903
Stations, Facilities and Personnel 621

V

Venezuela, Stations of 1024
VERMONT:
Census and "Shifting Populations" 287
Chief Engineers of Stations 919
Home Economics Directors of Stations 864
Musical Directors of Stations 903
Stations, Facilities and Personnel 623

VIRGINIA:
Census and "Shifting Populations" 286
Chief Engineers of Stations 919
Home Economics Directors of Stations 864
Musical Directors of Stations 903
Stations, Facilities and Personnel 624
Vocal Artists and Their Work, 1944 793

W

War Advertising Council 987
War Food Administration 987

WASHINGTON:
Census and "Shifting Populations" 287
Chief Engineers of Stations 920
Home Economics Directors 864
Musical Directors of Stations 903
Stations, Facilities and Personnel 629
Washington State Assn. of Broadcasters, Personnel 988
Weiss, Lewis Allen, Article by 229

WEST VIRGINIA:
Census and "Shifting Populations" 287
Chief Engineers of Stations 920
Home Economics Directors of Stations 864
Musical Directors of Stations 903
Stations, Facilities and Personnel 634
West Virginia Network 321
Western Assn. of Broadcasters 988
Wilk, Ralph, Article by 65
Willets, H. N., Article by 907

WISCONSIN:
Census and "Shifting Populations" 287
Chief Engineers of Stations 920
Home Economics Directors of Stations 864
Musical Directors of Stations 903
Stations, Facilities and Personnel 639
Wisconsin Network, Inc. 322
Wolverine Network, The, Personnel 322
Woman's National Radio Committee 988
Writers for Radio 824
Writers' War Board, Personnel 988

WYOMING:
Census and "Shifting Populations" 287
Chief Engineers of Stations 920
Home Economics Directors of Stations 864
Musical Directors of Stations 903
Stations, Facilities and Personnel 645

Y

Yankee Network, The, Personnel 322

Z

Z Net, Personnel 322

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ADVERTISING INDEX

1945 1945

— A —

Abbott, Bud 50
Advance Television 252
Advertisers, The 266
Air Features 692
Alaska Broadcasting Co.. 646
Alber, David O..... 779
Alexander, Alton 709
Alexander, Murray 712
All-Canada Radio 661
Allen, Irwin 813
Allen, Julie B. 768
Allied Record Mfg. Co... 724
Ameche, Don 68
American B'cast Co.....16-17
American Institute of Food 705
Anderson, Eddie 767
Andrews Sisters 74
Associated Press 8
Associated Program 682
Associated Radio Television Production, Inc... 724
Aull, Emily 651
Ayer, N. W & Son, Inc.. 128
Azul, Cadena, R. H. C... 148

— B —

Bailey, Jack 845
Baker, Art 805
Baker, Jerry 797
Barrett, Tony 760
Barrier, Edgar 776
Barton, Eileen 795
Beasley, Irene 754
Beck, Jackson 759
Becker, Sandy 846
Begley, Ed 772
Benny, Jack 38
Berg, Gertrude 762
Bergen, Edgar 46
Berle, Milton 42
Betts, Johnny 802
Bixby, Carl 826
Black, Ivan 777
Blanc, Mel 774
Block, Hal 825
Block, Martin 10
Blocki, Fritz 825
Blue Network 16-17
Boles, Athena Lorde ... 760
Boles, Jim 760
Bracken, Eddie 746
Brady, Fred 106
Bregman, Vocco, Conn... 731
Breneman, Tom 82
British Broadcasting Corp. 34
Broadcast Music, Inc....98-99
Brooks, Joan 60
Brown, Dick 795
Bryan, Arthur Q..... 764
Burn, Walter P..... 272
Burns, Bob 756
Burns & Allen..... 758

— C —

CFRB 669
CHUM 671
CKAC 675
CKEY 671
CKLW 672
Cafe Society 777
Can You Top This?..... 693
Canadian Advertising .. 264
Canadian Broadcaster .. 679
Canadian B'cast Corp.... 652
Cantor, Eddie 40
Carson, Jack 750
Carver, Zeb 774
Charles, Lewis 844
Cherniavsky, Josef 785
Chimes, Michael 776
Clair, Eugenia 140
Clampett, Bob 228
Clark, Lon 765
Clarke, Phil 772
Close, Upton 804
Cohan, Phil 711
CBS 121, 122, 123, 124
Columbia Transcriptions. 716
Combs, George Hamilton. 808
Como, Perry 114
Cooper, Jerry 796
Costello, Lou 50
Cotsworth, Staats 774
Cott, Ted 711
Courtney, Alan 775
Courtney, Diane 796
Cunning, Patrick Michael 226
Curtin, Joseph 772

— D —

Daley, Cass 792
Dandridge, Ruby 773
Davis, Joan 48
De Angelo, Carlo 709
Dean, Eddie 802
Deutsch, Emery 788
Dolan, Ken & Co..... 763
Don Lee 288
Donald, Peter 767
Douglas, Don 770
Downey, Morton ...Fac. Pg. 1
Doyle, Jim 845
Dudley, Bernard 840
DuMont, Allen B., Lab.... 220
Durante, Jimmy 56
Dutton, Myron 714

— E —

East, Ed and Polly..... 770
Easy Aces 768
Edwards, Ralph 66
Ellington, Duke 784
Ellis, Anita 797
Emory, Carl 774
Evans, George B. 778

— F —

Fairchild, Edgar "Cookie" 786
Farnsworth Television .. 222
Fields, Gracie 107
Finch Tele. ..Fac. Back Cover
Finders Keepers 697
Fitzgeralds, The 758
Fizdale, Tom, Inc..... 779
Flannery, Harry W..... 804
Framer, Walt 828
Frederic Brothers Agency 112

— G —

Gailmor, William S..... 808
Gale Associates 706
Gallop, Frank 837
Garde, Betty 764
Gardner, Ed (Archie) ... 52
Gart, Jon 790
Gary, Arthur 846
General Amusement Corp. 701
General Electric
Inside Front Covers
Georgia Broadcasting Co. 394
Gillette, Mickey 790
Gobel, Dolph 790
Goodman, Benny 28

B E N N Y

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ADVERTISING INDEX

Goodman, Harry S. 696
Goodwin, Bill 835
Graham, Frank 840
Grauer, Ben 837
Gray, Barry 847
Green, Art 841
Greenwood, Charlotte .. 84
Grey, Bill 776

— H —

Hadley, Hap 715
Haines, Connie 799
Haley, Jack 754
Hamilton, Gene 842
Haven of Rest 706
Hayes, George (Gabby). 780
Heatter, Gabriel 806
Henley, Arthur 786-827
Herlihy, Ed 18
Herman, Woody 782
Hersholt, Jean 76
Hill, Edwin C. 807
Hoff, Carl 789
Hope, Bob 44
Hopper, Hedda 72
Horne, Lena 794
Hull, Warren 92

— I —

International News 20

— J —

Jarvis, Al 134
Johnson, Erskine 705
Johnson, Parks 92
Jostyn, Jay 764
Joy, Dick 841

— K —

KCKN 432
KCMO 484
KDYL 622
KFDM 608
KFEL 374
KFI 360
KFMB 368
KFQD 646
KFWB 361
KGFJ 362
KGHL 489
KGKO 612
KGW 568
KLX 365
KMBC 296
KMTR 363
KOA 375
KROW 366
KSD 482
KSL 620
KSTP 474
KWKH 440
KXEL 428
Kadell, Carlton 839
Kasper-Gordon, Inc. 686
Kearns, Joseph 842
Keating, Larry 844
Keith, Maxine 771
Kelk, Jackie 772
Kennedy, John B. 807
Kent-Johnson, Inc. 703
Kermit-Raymond Corp. .. 24
Kerner, Sam 713
Keystone Broadcasting
Between Pages 316-317
Kirkwood, Jack 118
Kyser, Kay 54

— L —

Lake, Arthur 748
Lang, William 843
Lansworth, Lew X. 828
Latimer, Ed 770
Lavalle, Paul 787
Lee, Bert 816
Linkletter, Art 752
Listen, The Women 713
Lombardo, Guy 36
Lovejoy, Frank 766
Lyons, A. & S., Inc. 104
Lytell, Jimmy 788

— M —

MacQuarrie, Haven ... 707
Mack, Gilbert 766
Malone, Ted 769
Mansfield, Ronny 801
Manson, Charlotte 766
Marks, Lt. Garnett 136
March of Time 698
Marks, Edward B. Music. 737
Marks, Larry 829
Marshall, Reg. D. 785
McBride, Mary Margaret 750
McClatchy Broadcasting . 356
McGeehan, Pat 843
McGill, Jerry 827
McGillvra, Joseph 144
McIntosh, Frank H. 922
McIntyre, Hal 784
McKeon, Jeanne 800
McNeill, Don 78
Mears, Martha 801
Melvin-Rackin Publicity . 780
Merry Macs, The 798
Metronome 268
Meyers, Ted 812
Michelson, Charles 722
Michigan Radio Network 460
Miller, Allan H. 704
Miller, Irving 788
Miller, Jack 788
Miller, Marvin 811
Mississippi Valley Net... 472
Monroe, Lucy 793
Moore, Garry 62
Moorhead, Agnes 756
Morgan, Raymond R. Co.. 138
Morris, Chester 768
Morris, Edwin H. and Co. 730
Morris, William, Agency. 108
Morse, Carlton E. 824
Munson, Ona 764
Murray, Lyn 786
Murray, Mildred 765
Musical Courier 270
Mutual Broadcasting ...80-81
Muzak 720

— N —

NBC (Insert)...Between 96-97
NBC Radio-Recording ... 680
NBC (Thesaurus) 718
NBC, Spot Sales 2
NCAC 110
National Radio Features 708
Neblett Radio Productions 688
Niles, Wendell 771
Nilsson, Norma 761
Nolan, Robert H. 710
North Central B'cast..... 472
Novak, Frank 70

— O —

Oboler, Arch 826

— P —

Paige, Raymond 26
Pan American B'cast.... 146
Pearce, Al 757
Pennell, Bill 809
Petrie, Howard 838
Philco 224
Piano Playhouse 702
Pictorial Photo Engraving 910
Pratt, Ben 86
Presto Recording Corp... 906
Prindle, Don 771
Pringle, Nelson 809
Putnam, George, Lt. 88

— Q —

Quiz Kids 90

— R —

Radio Craft 262
RCA .....Back Cover
Radio Engineering Labs.. 944
Radio Programmas de
Mexico...Facing Page 1024
Randolph, Lillian 773
Ray-Tele .230-707-714-725-762
Reeves Sound Studios... 723
Reid, Don 798
Richmond-Sanford Prod... 712
Rickey, Al 789
Ringling Bros. and Barnum and Bailey 32
Rockhill Radio, Inc. 700
Rogers, Roy 94
Ross Federal Research.. 481
Roy, Michael 847

— S —

Seeds, Russel M. Co. 166
Selznick, Saphier and Co. 132

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ADVERTISING INDEX

SESAC, Inc. 14
Shepard, Bob 838
Shore, Dinah 58
Singleton, Penny 748
Smith, Kate 12
Sobol, Hartman & Faggen 778
Souvaine, Henry, Inc.... 694
Spivak, Charlie 782
Spot Sales, Inc..... 142
Standard Rate and Data. 260
Stark, Richard and Co.. 708
Steel, Johannes 803
Steele, Ted 116
Stern, Bill 815
Storm, Charles M. Co... 164
Street, Dave 800
Styles, Hal 130
Swan, Bob 811
Swing, Raymond 806
Sylvern, Henry 790

— T —

Tailor Maids, The..... 126
Tel-Pic Syndicate, Inc... 30
The Texas State Network. 606
Thomas, Ann 766
Thompson, Johnny 799
Transamerican 4
Transradio Press Service 22
Tri-Penn Market.....591-576
Tune In 258
Tuttle, Lurene 770

— U —

United Press Radio News 162
Universal Microphone Co. 908
Universal Radio Prod.... 690

— V —

Vaile, Dave 812
Valentino, Thomas J..... 723
Van, Lyle 810
Vincent, Chick Co..... 710
Vola, Vicki 768
Von Zell, Harry 834
Voorhees, Don 786
Vox Pop 92

— W —

WAGE 529
WAKR 545
WARM 587
WATL 394
WAZL 577
WBAL 446
WBAP 610
WBAX 588
WBIG 537
WBNX 510
WBNY 505
WBYN 506
WCAR 470
WCAU 571
WCBI 479
WCBM 448
WCFL 406
WCOP 452
WCOU 444
WCSC 596
WDAS 579
WDEL 384
WDRC 378
WDSU 442
WEBR 507
WELI 381
WELO 479
WEMP 642
WERC 574
WEST 573
WEVD 511
WFAA 610
WFAS 533
WFBL 530
WFBM 416
WFCI 592
WFIL 580
WFPG 557
WGAL 591-576
WGBR 538
WGCM 478
WGN 408
WGPC 394
WGST 397
WGY 528
WHAM 526
WHAS 436
WHB 6
WHEB 494
WHIO 554
WHK 550
WHKK 547
WHN 512
WHOM 496
WIAC 650
WIBC 418
WIBG 581
WIBW 430
WIBX 532
WINN 439
WINS 514
WINX 385
WIOD 390
WIP 582
WISN 638
WITH 450
WJAX 388
WJEF 468
WJJD 411
WJPA 557
WJTN 509
WJW 552
WKBN 558
WKBO 591-576
WKMO 420
WKNY 557
WKRC 548
WKZO 468
WLAW 457
WLBC 421
WLIB 504
WLS 410
WLW 308
WMAN 556
WMAQ 404
WMC 602
WMCA 516
WMFJ 387
WMT 290
WNEL 648
WNEW 519
WOKO 502
WOOD 466
WOR 520
WORK 591-576
WORL 454
WOV 524
WPAT 499
WPEN 584
WPRO 594
WPTF 540
WQXR 522
WRAK 589
WRBL 394
WRNL 627
WROK 414
WROX 479
WRRF 541
WSB 396
WSRR 382
WSTV 557
WTBO 449
WTIC 380
WTOL 559-560
WWJ 462
WWRL 534
WXYZ 464
Waldrop, Jim 170
Wallington, Jimmy 839
Walton, Sidney 836
Ward, Jack 776
Ward, Perry 848
Waring, Fred 64
Warwick & Legler, Inc.. 168
Wayne, Jerry 792
Western Electric 904
Westinghouse..In. Back Cover
Wolf Associates, Inc.... 695
Wood, Harrison 810

— Y —

Yankee Network, The... 172
Young, Adam J., Jr..... 150
Young, Alan 752
Young, Victor 787

— Z —

Zerbe, Lawson 769
Ziv, Frederic W. Co..... 684

"Here we are again!"

These words, the circus-day greeting of the traditional talking clown of a century ago, have lost none of their enthusiasm; indeed they have gained new meaning in 1945.

Tested by the exigencies of the times and by hardships that troupers long ago learned to accept as facts-of-life in show business, the Big One proudly points its wagon tongues toward the open road and sends its agents out again among the loyal friends of the Circus — the Men and Women of Radio.

There are only two days in circus business: today and tomorrow. Soon the bright banners will be flying on the halyards of a new, fameproof big top. The band tempo is circus gallop-time and the brass is wide open. And the echo of the old-time clown comes shouting up the corridors of a hundred years—

"Here we are again!"

RINGLING BROS. and BARNUM & BAILEY

Publicity Dept.

Bev. Kelley . . . Frank Morrissey . . . Allen J. Lester
Bill Fields . . . Frank W. Braden . . . Bernard Head

RADIO

IN ITS 25TH YEAR A POWER FOR PEACE

By **PAUL A. PORTER**
Chairman, Federal Communications Commission

AT this time and in the months to come when we must win the war, build world peace machinery and plan our domestic economy to give jobs and opportunity to all our citizens, we are fortunate in having at hand such a powerful instrument as our broadcasting system.

Now in its 25th anniversary year, American broadcasting has demonstrated on various thrilling occasions that it has the potentialities to be a leading, if not the leading force in assisting the nation to understand and conquer the complicated problems ahead.

•

Herein lies radio's great opportunity for public service. As the casualty lists pour in from battlefields around the globe, as Americans ponder plans to prevent the breadlines and soup kitchens of the past, and as they resolve that some way, somehow, a better way of life must come for all, they are placing new values on familiar forces. To be of maximum usefulness to the nation, radio must rise above its high accomplishments in selling goods, in entertaining, in making big profits.

To meet the challenging problems of the future in a truly democratic way, we shall need the widest dissemination of information, the fullest discussion from all points of view. It will be radio's upcoming and continuing prime responsibility to bring this to the nation.

•

Although there is a disposition in some quarters of broadcasting even after 25 years of radio, to bring a 1920 attitude to bear on the responsibilities of 1945, there is also heartening evidence that that is by no means the universal approach.

There is an increasing amount of public discussion on the responsibilities of our radio system in assisting citizens to cope with their local, national and world problems. Most leaders of the industry realize that such discussion is a recognition of the indispensability of radio as dynamic force for culture and education in our modern life.

•

This 25th anniversary finds radio on the eve of spectacular technical developments. Under the impetus of war, the engineers have pushed back the frontiers of the science of radio to an extent previously unhoped for. All the rest of us concerned with radio must have equal vision in assisting the art of radio to fulfill its highest destiny.

Radio must never aspire to be only a sideshow in our civilization. Its goal must always be to improve itself as one of the greatest facts of that civilization.

For Complete FCC Personnel Please Turn to Page 215

★ ★ ★ ★ ★ ★ ★ ★

Dedicated to continued cooperation with United States and world radio in the interests of world peace

Citation
to the
British Broadcasting Corporation
from the
Radio Executives Club of New York

For its unstinting cooperation with American broadcasters, networks and independent stations to make complete the coverage of the war;

And for inspiring radio throughout the world to become a powerful voice which will declare ever loudly for all the people their desire for everlasting peace

Presented by the Radio Executives Club of New York to the British Broadcasting Corporation, December 6, 1944.

President
Radio Executives Club of New York

BRITISH BROADCASTING CORPORATION

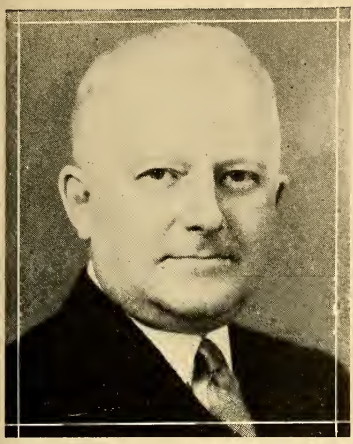
630 - 5th Avenue — New York 20, N. Y.

Washington 6, D. C.
1150 Connecticut Avenue, N.W.
Executive 1465

Chicago 11, Ill.
430 No. Michigan Avenue
Delaware 6881

Toronto 3, Ont.
354 Jarvis St.
Midway 5481

San Francisco 9, Calif.
1060 Bush Street
Ordway 4949



RADIO

SETS VAST PLANS FOR POST WAR ERA

By

J. HAROLD RYAN

President National Association of Broadcasters

AS THE SCROLL of history begins to unroll for the 1945 stanza, during which American Broadcasting celebrates its Twenty-Fifth Anniversary, it becomes clearly evident that because of the delayed progress of the European phase of the war a great deal of the planning that has been made for post-war activities is going to have to be changed. That is especially true in radio where technical and engineering developments are being held up until materials can be made available and the newest laboratory advances can be unveiled.

With television, frequency modulation and facsimile hovering on the radio horizon, it is very apparent that once the war is over radio broadcasting is going to take tremendous strides in developing new phases of the art and new means of delivering broadcasting programs as we have known them. The universal application and acceptance of television in the post-war period will entirely revolutionize radio and radio programming as it affects the average citizen and may even change to a considerable degree his accepted habits of listening. FM, on the other hand, is simply another method of delivering the broadcast programming with which we have long been familiar. Facsimile presents a challenge and an opportunity in the field of the newspaper of the air, although it must be admitted that during the past ten years progress has been slow.

•

The National Association of Broadcasters some three or four years ago altered its By-Laws so as to admit to membership FM stations, television stations and facsimile stations. We now have in membership representatives of these new ranks in broadcasting and every month sees additions to the television and FM stations in the NAB.

The Association has been engaged for sometime in strengthening and developing its aid to members along the lines of Employer-Employee relations, which it views as one of the most important and necessary services of this period.

•

Considerable thought has been given, and is being given, to the question of program development and improvement. During the past year a standing Committee of the Association has been created on programming, composed of program directors. A Radio News Committee has been formed and we are now planning a Committee of Farm Editors.

In the line of business planning our Department of Broadcast Advertising is continuing its efforts to interest and convert more retailers to the field of advertising over the air. The Retail Promotion Plan, staged over a year ago, resulted in a quite substantial increase in air advertising from retailers.

•

Probably the most important and most pretentious plan that the NAB has in development for this and the post-war era is a standardized and authenticated form of measurement of station coverage.

•

But before the plans and dreams of radio people can be brought to fulfillment in the world of the future this war must come to a successful conclusion.

For Complete NAB Section and Personnel Please Turn to Page 962

★ ★ ★ ★ ★ ★ ★ ★

Thanks

To the radio editors of the United States and Canada.

To my brothers, and the boys in the band.

To the Roosevelt Hotel.

To Larus & Brother Co., Inc., Makers of Chelsea Cigarettes and Edgeworth Pipe Tobacco.

And to our exclusive agents and friends, MCA.

Guy Lombardo

TWENTY-FIVE YEARS OF RADIO

By Frank Burke
Editor, RADIO DAILY

TWENTY-FIVE years ago the modern miracle—radio—was born and today "pledged to Victory" the industry observes a quarter of a century of progress confident that the years ahead hold promise of a dramatic new era of expansion.

It was during an election year, 1920, that radio was first heard. To be exact the late Dr. Frank Conrad broadcast the returns of the Harding-Cox Presidential election from KDKA in Pittsburgh. Therefore, historically, November 2, 1920, is considered the birthdate of an art which in the short span of 25 years has become one of the nation's foremost industries.

Since the early days of crystal sets, cumbersome storage battery receivers, earphones and sleepless nights of the late listeners, radio has grown to an industry with 33,000,000 radio families, 59,000,000 receivers and estimated gross network sales of over $126,000,000 during the year 1944.

Today radio with four major networks, 925 AM stations and several hundred applications for FM and television licenses, enters 1945 pledged to support the war effort and with post-war plans for the electronic future. Proud of the industry's achievement, J. Harold Ryan, president of the National Association of Broadcasters, announced plans for dedicating the 1945 anniversary activities to the winning of the war. Ryan, in a formal proclamation, said:

"1945 marks the Twenty-Fifth anniversary of the American System of Broadcasting.

"I therefore urge all stations and networks to observe the anniversary throughout the year in a manner befitting the position of broadcasting in American public life.

"Broadcasting is dedicated to the winning of the war. Let us use the slogan, "Radio's Twenty-Fifth Anniversary — Pledged to Victory."

Act on Proclamation

Acting on President Ryan's proclamation, network representatives met with NAB officials in New York last December and formed the first committee for the Twenty-Fifth Anniversary observance. Dr. Frank Stanton, vice-president of CBS; Robert D. Swezey, vice-president and assistant general manager of Mutual; Frank E. Mullen, vice-president and general manager of NBC, and Mark Woods, president of the Blue Network, were asked to determine general network policy and to correlate the activities of dramatizing the Twenty-Fifth Anniversary plans. Later the Radio Manufacturers Association, Broadcast Music, Inc., Radio Corporation of America, and other organizations joined in the movement to celebrate the anniversary year.

To chronologically review the developments of the radio industry since its inception a quarter of a century ago would require a volume. Suffice to say this industry has an unparalleled record of achievement and today is one of the nation's ranking industries in volume of business.

First Network Program

Turning back the pages of radio history one finds that in the early days music comprised more than two-thirds of the radio programming and the first special event of any importance to be broadcast was the Dempsey-Carpentier fight by RCA from Jersey City on July 2, 1921. Records reveal that the first network program in history was carried by two stations linked by telephone wires in January of 1923. This program was a five-minute saxophone solo and was carried by WEAF, New York, and WNAC, Boston.

Greatest of all program trends in station and network operations over the past 25 years has been the developments in the field of news and special events. While the war in a large measure is responsible for the present emphasis on news broadcasting there is every likelihood that after the return of peace reporting of national and international news will continue to play a major role in programming.

Radio's twenty-fifth annversary symbol is "XXV". The industry has combined the now famous musical "V" with the "X" taken from the continental code. Together they symbolize 'Radio's Twenty-Fifth Anniversary—Pledged to Victory."

LUCKY STRIKE

Presents

Every Sunday Over NBC — 7 P.M.—E.W.T.

JACK BENNY

His Cast

MARY LIVINGSTONE
ROCHESTER
PHIL HARRIS
DON WILSON
LARRY STEVENS

Written by

SAM PERRIN
MILTON JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

TEN OUTSTANDING RADIO NEWS EVENTS OF 1944

D-Day In Europe. Outstanding coverage of the Invasion of France and the Philippines.

•

James Lawrence Fly resigns as Chairman of the FCC to go into private law practice. Senate confirms President Roosevelt's nomination of Paul A. Porter to succeed Fly.

•

FM convention in New York draws some 700 broadcasters and others in allied fields.

•

Edgar Kobak resigns executive post with the Blue Network and becomes president of Mutual Broadcasting System, succeeding Miller McClintock who resigned.

•

RCA-CRC-NBC signs with the AFM on the musician's union terms after failure to receive action from the WLB, in the dispute involving special fees for making recordings.

•

NAB adopts Station Coverage Yardstick plan of audience coverage at its annual convention in Chicago. Plan approved by the AAAA and the ANA.

•

Hearings were held before the FCC on matters of allocation in alloting channels to television and FM.

•

Television Broadcasting Association holds two-day convention in New York.

•

Greatest number of station sales and transfers in recent years with several newspapers significantly entering the field.

•

House investigating committee held hearings throughout the year, providing many stormy sessions relating to former Chairman Fly, the WMCA case etc.

•

Outstanding Broadcasts:

"The Land Is Bright," Fifth War Loan Program on CBS.

•

NBC's kick-off show on the Sixth War Loan scripted by Robert Sherwood.

•

George Hicks' (Blue) pooled broadcast from Naval craft in English channel during Invasion of France.

•

"Return to the Philippines"—half hour documentary program on General MacArthur's return to the Islands.

•

"1944 in Review," presented by WOR over Mutual network.

★ ★ ★ ★ ★ ★ ★ ★

THANKS A MILLION . . . for helping us raise over a million Christmas Gifts for disabled War Veterans.

EDDIE CANTOR

"I Love To Spend Each Wednesday With You"

9 P.M., E.W.T. — N B C

Broadcasting Over 127 Stations for IPANA and SAL HEPATICA

RADIO GOES TO WAR—1944

Radio Participation in War Information Campaign—1944

A Summary of Campaigns Conducted by OWI Domestic Radio Bureau with Time and Talent Contributions of Advertisers, Networks and Stations.

OWI FACILITIES	No. of Programs	No. of War Messages Per Week	Per Year	Est. "Listener-Impressions" Per Week	Est. Annual Value of Time and Talent
1. Network Allocation Plan...	410	210	10,920	160,000,000	$39,000,000*
Sponsored	260				
..Sustaining	150				
2. Special Assignment Plan...		50	2,575	95,000,000	8,149,000*
3. National Spot & Reg. Network Allocation Plan...	185	1,617§	81,048	24,000,000	2,774,000
4. Station Announcement Plan					
Network Affiliates....	621	26,082	1,356,264		
Independent Stations..	272	17,136	891,072		
TOTAL	893	43,218	2,247,336	63,000,000	15,861,000*
5. Special Events.....	..	..	32	..	57,600*
6. Women's Radio War Program Guide	1,000	..	..	..	..
					$66,141,600

§ Number of station broadcasts per week.

[* "Figures represent commercial value of time and talent of programs carrying OWI-assigned messages."]

Typical OWI Radio Campaigns in 1944

CAMPAIGNS	Weeks	Programs	Station Announcements	Estim. Listener Impressions	Est. Value of Time and Talent
WAC Recruiting	43	600	112,144	1,318,256,000	$2,700,000
Prepare for Winter.....	10	484	43,218	583,725,000	1,500,000
Victory Gardens	16	274	36,330	1,095,180,000	805,000
Red Cross War Fund.....	10	431	93,765	1,166,205,000	2,000,000
4th War Loan.....	5	472	87,994	1,390,543,000	2,574,000
War Production Comes First.....	4	226	...	519,798,000	1,000,000
Cadet Nurse Corps.....	13	223	25,515	625,695,000	1,250,000
Income Tax Regulations.....	8	315	10,248	686,345,000	1,314,000
6th War Loan.....	4	817	25,012	1,675,297,000	2,812,810
National War Fund.....	5	421	41,514	787,616,000	1,500,000

Breakdown of OWI National Campaigns by Agencies

	No. of Campaigns
1. Treasury	14
2. War Department	11
3. WFA & Agriculture.....	16
4. War Production Board.....	15
5: War Manpower	6
6. Office of Price Administration.....	13
7. Economic Stabilization.....	7
8. War Shipping Administration.....	3
9. Navy Department	7
10. Red Cross	3
11. Office of Defense Transportation....	3
12. Federal Bureau of Investigation....	2
13. National War Fund.....	1
14. Federal Security	3
15. Petroleum Administrator for War....	3
16. Miscellaneous	16
TOTAL	123

MILTON BERLE

"LET YOURSELF GO" CBS

Rep.: WILLIAM MORRIS AGENCY

U. S. RADIO STATIONS AT WAR

By M. H. Shapiro
Managing Editor, RADIO DAILY

THROUGHOUT 1944 the American way of broadcasting continued to be a weapon of war as well as an instrument of morale and dissemination of news and vital war messages for the home front. When World War II overtook the United States its radio system virtually proved itself a Secret Weapon, so completely did it integrate the people at large in presenting a solid front in the prosecution of its enemies.

Graphic picture of the radio station status, standard, FM, educational, television and international outlets is presented below, as of January 1, 1945.

Standard Stations

There were 943 standard broadcast stations—919 in operation and 24 under construction. Mutual had 244 affiliates; the Blue, 194; CBS, 143; NBC, 149.

* * *

Frequency Modulation

There were 46 high frequency (FM) broadcasting stations licensed and seven under construction, in addition to two temporary Class 2 experimental high frequency broadcast stations also furnishing FM programs. There are 323 applications pending in FCC files to build new commercial FM stations when materials become available.

* * *

Television

Six commercial television broadcast stations were licensed at the close of the year, all of which had maintained a minimum program schedule of four hours per week during the year. Three other construction permits for commercial television stations were outstanding. Twenty-five experimental television stations had licenses and fifteen others were under construction. Pending in FCC files are 98 applications to build commercial television stations when the freeze on civilian radio construction is lifted.

* * *

International

A total of 31 international broadcast stations were operating within the United States at the close of the year and five others were under construction.

All international broadcast stations are, of course, programmed by the Office of War Information or the Office of the Coordinator of Inter-American Affairs. These two offices have set the goal of 36 powerful international transmitters operating from within the United States to provide adequately the needs of psychological warfare. About 20 additional frequencies have been made available for international service.

* * *

Educational

Five channels are allocated for non-commercial educational broadcast stations adjacent to the commercial FM broadcast band. At year-end five stations were broadcasting regularly and five others were under construction. While these stations have not been subject to wartime restrictions on construction, under the FCC's Memorandum Opinion of April 27, 1942, equipment shortages and lack of skilled personnel have served to retard their development. Thirteen applications to build educational FM stations are pending in FCC files and 18 other applications received in 1944 were returned as incomplete or not wholly in proper form. According to the U. S. Office of Education, which is working closely with State Departments of Education, plans are under way in 31 of the 48 states for state-wide educational FM networks after the war.

* * *

Facsimile

At the present time only three facsimile transmitting stations are authorized. Although the FCC's rules provide for multiplex transmission of facsimile by high frequency (FM) broadcast stations, no regular FM stations provide this service. Considerable interest has been evinced in multiplexing facsimile throughout the FM broadcast band and also in facsimile simplex operation after the war.

HOPE
1938-1945
PEPSODENT PROGRAM
PARAMOUNT PICTURES

REPORT ON THE "VOICE OF AMERICA"

By Louis G. Cowan

Chief, New York Office Overseas Branch, Office of War Information

AS the European countries have been liberated and the war has increased its tempo in the Pacific, the Overseas Branch of the Office of War Information has kept pace with the rapid offensive of the Army and Navy.

Although radio is only one medium utilized by OWI in its psychological warfare and informational programs, it is a vastly important one and the powerful strides made in that field by OWI are indicative of its advance in the whole overseas propaganda operation. But, as Edward W. Barrett, who was appointed director of the Overseas Branch of OWI in September, 1944, said as the year closed, "There is still an enormous job to be done."

Progress in the Atlantic theater is illustrated by the April 30th opening of ABSIE (American Broadcasting Station in Europe), which also marked the first time Great Britain has ever permitted a foreign power to set up its own facilities for broadcasting on British soil. On D-Day, June 6, ABSIE was ready. It carried the voices of General Eisenhower and his supreme headquarters with instructions to a France poised to rise and with warnings to the Germans that their defeat was inevitable. Later, on the continent itself, Radio Luxembourg was added to Allied radio stations and, with ABSIE and the stations at Algiers, it relays programs shortwaved from New York to target areas.

Powerful Transmitters

In September, 1944, three powerful 200 kilowatt transmitters, built for the Government by Crosley Corp. in Ohio, were added to the already formidable shortwave battery of OWI.

On the West Coast, six new 50 kilowatt transmitters were added during 1944 to the four already operated by OWI and the two by CBS, thus almost doubling the hours of radio barrage against the Japanese. The opening of a new 100 kilowatt shortwave station at Honolulu and a 50 kilowatt medium wave station at Saipan helped to draw the psychological warfare radio net even tighter around our enemies in the Pacific theater.

D-Day Activity

At H-Hour on D-Day, 3:34 a.m., June 6, the internal teletype system linking all radio and cable desks sent a flash to language desks reading: "First landings in Western Europe have started." At 3:37 a.m. the flash was broadcast in French, at 3:47 a.m. in Italian, and at 3:48 a.m. direct contact was made with SHAEF in London.

The first news flash of General MacArthur's landing on Leyte was sent out by OWI at the end of its 12:15 a.m. October 20th broadcast beamed at Germany and used in all languages from then on. Once again the Voice of America had fulfilled one of its major roles of using the psychological advantage of a great military victory for the Allies.

The Voice of America's programs to Europe have been as flexible as psychological warfare demanded. As vast areas were liberated by the armed forces, OWI's function shifted from creating and maintaining pro-Allied resistance in occupied countries to a military phase—exploiting the psychological impact of actual fulfillment of the predictions and promises of the first phase. It has now entered its third phase, that of holding its European audience for the message of America's role in war and peace.

Shortwave Reorganized

Shortwave broadcasting from New York was reorganized in December, 1944, to concentrate solid blocks of time in one language at best local listening hours. Thus at any time during evening hours, a French listener, for instance, will know he can pick up a French language program from New York, an Italian listener is able to get a similar service in Italian.

In the words of Elmer Davis, director of the Office of War Information, on the occasion of the dedication of the Crosley transmitters last September: " . . . The Voice of America, weak or strong, has had, from the very beginning, the same content—the truth—strong in the faith that truth was on our side. It has told the truth from those dark early days of defeat right down to these times when every day brings news of fresh victories; it will go on telling the truth.

Sundays with
Charlie McCarthy
Supported by
Edgar Bergen,
Mortimer Snerd
and
Company

TELEVISION GOES COMMERCIAL

By Dr. Allen B. DuMont
President, Allen B. DuMont Laboratories, Inc.

ONE need not be a prophet to discuss post-war television. Nor attempt rash guesses. By the simple and safe expedient of projecting recent engineering developments, present attainments and logical plans into the near future we obtain a pretty comprehensive appraisal of commercial television.

Three main factors in my opinion are responsible for our early transition from the noble television experiment to the full-fledged television business:

1. Engineering know-how, which enables us to provide a truly satisfactory means of sending and receiving programs.
2. Programming, whereby we can provide see-hear entertainment and enlightenment worthy of an audience in television's own right.
3. Sponsorship, whereby we are assured of adequate financial support for telecasting, in return for a worthy audience.

Taking up each of these major items in turn, here is post-war commercial television as I see it:

Engineering Adequate

Television engineering is adequate for immediate requirements, after a decade or more spent in developing and refining the electronic scanning technique. At first the war seemed to threaten continuing television progress, but as a matter of record it is contributing tremendously to our engineering and production experience. The extensive and intensive application of cathode-ray tubes to the industrial and fighting fronts has been responsible for numerous developments and refinements. Radar especially is contributing a tremendous fund of engineering experience, much of which still remains to be generally released and applied in television terms.

The mass production of cathode-ray tubes for military needs has resulted in manufacturing methods, trained personnel and productive facilities which must count heavily in supplying the demands of post-war home television. Especially so when rounded out by the experience of manufacturers in producing radar and oscillographic equipment which is closely related to the television receiver.

Skilled Craftsmen

Another notable contribution is the training of hundreds of thousands of men in radar and electronics generally. The commercial success of television depends largely on satisfactory local servicing. Television is necessarily more intricate than radio. The installation calls for a special antenna. There are problems of location, direction, height, reflection and transmission line, calling for considerable experience in the handling of ultra-high-frequency signals and intricate circuits. Post-war television is fortunate indeed to have such specialized veterans available.

It is important to note that recent engineering progress is mainly in the direction of detailed refinement rather than any radical departure in established technique. For instance, we have recently achieved a remarkable improvement in pictorial detail by a finer trace and greater contrast in our cathode-ray tubes—about the last place we were looking for possible refinements. There is steady refinement of this sort taking place month by month. In fact, until the possibilities for refinement and improvement have been practically exhausted, there is insufficient justification, in my personal opinion, to go to more scanning lines and higher transmiteting frequencies which would introduce new technical problems and obstacles to early commercialization. The trend today is still to exhaust the possibilities of 525-line scanning and present transmitting frequencies before going on to other standards. Likewise with color television which may well be considered after we have exhausted the entertainment possibilities of black-and-white pictures.

Programming Explored

In the matter of programming, we have sufficient experience already to provide satisfactory entertainment and enlightenment. While engineers and tech-

(*Please Turn to Page* 53)

JOAN DAVIS

SYMPHONIC MUSIC ON THE AIR

By Serge Koussevitzky

I AM extremely interested in the progress of the radio. I often listen to our principal orchestras on the air—even to my own orchestra on those Saturday nights when there is a guest conducting. I am impressed by the excellent quality of broadcasting at its best. And I am greatly interested in the letters which come from all parts of the country. There is but one possible conclusion from all this: Symphonic music, which thanks to radio, has been brought to numberless people who were strange to it, is continually gaining a larger audience.

Choice of Programs

As a conductor I am made aware of the importance of a wise choice of programs for this vast and mixed audience. When a conductor plans his programmes, he does not simply write down what first occurs to him, or some music he happens personally to prefer. If he did that he would be neglecting the responsibilities of his position. He is responsible not only for the performance of a hundred men, but for what the thousands are to hear who constitute his concert audiences and the millions who constitute his radio audiences. He is a leader in the broadest sense of the word—a leader of his public no less than of his orchestra. He must choose what they shall hear, and if his reading of certain music carries his own conviction in the interpretation, he becomes a director of general opinion.

I feel this as more than a responsibility. It is a privilege, and a privilege which I could never take lightly. That is why the problem of making a programme is always for me a matter of great care and thought.

How shall I choose between new music and old music? If I decide to programme the Fifth Symphony of Beethoven, there will be some who have heard it too often and others who have not heard it often enough, either because they are young or because they are new converts to symphonic music, or because they live in musically remote communities. They are very important and they must have every consideration. If I decide to play a new work which departs from the lines of custom and convention, those very ones who most want to hear Beethoven's Fifth Symphony or Brahms' First will be less interested.

The letters which come to me from all sides after a broadcast interest me especially because they are an indication of what the great radio audience wants. Of course it would be impossible to give all of these letter writers what they want, because, for one reason, they are always contradicting each other. I would answer those who complain of too many repetitions of the classical symphonies, that, as many times as I have heard and performed the symphonies of Beethoven or Brahms or Tchaikovsky, they hold for me a fresh stimulation.

What Listeners Want

To those who have written saying that they would rather not hear music of today, I would answer with the reassurance that there is music of such great beauty being written by our composers that the man who dismisses it is seriously depriving himself. The majority of the important composers of today are now in America. Some of them were born here, and others have come from Europe and made America their home. Not all of their music, but the best of their music, which I try to single out for my programmes, is the inspired voice of a new and growing art which, when it reaches its full flowering, may stand comparison with any past epoch in musical history. If some of it sounds strange to you, if it seems to violate the traditional rules of what constitutes beautiful combinations of sound, I ask you to be patient and listen with an open mind.

The duty of every conductor now is no different from what it has been in the past. A conductor must be a prophet —not a mystical but a very practical one, who can look into the future far enough to see that what audiences now reject they will soon be begging for. An example of this is the Fifth Symphony by Shostakovitch, which was greeted with little attention and many objections when it was first heard. My answer to these objections was to repeat the symphony again and again until it became one of the most popular of contemporary symphonies in our repertory. The conductor's function as a "leader" is to bring about that change; to make the unpopular music of today the popular music of tomorrow, and always to have that tomorrow in his plans.

Bud Lou

ABBOTT *and* COSTELLO

On The Air
Thursdays---NBC
For CAMEL CIGARETTES

★

On The Screen in
UNIVERSAL PICTURES

★

Exclusive Management
EDWARD SHERMAN

New York Philadelphia Hollywood

FM AS AN EDUCATIONAL MEDIUM

By I. Keith Tyler

Director of Radio Education, Ohio State University, and President, Association for Education by Radio

THE development of frequency modulation radio offers a magnificent opportunity to do a comprehensive and thorough job of educational broadcasting. That this opportunity will be seized upon and made use of is by no means assured. Many dangers face the whole enterprise.

It seems certain that the FCC will assign a sizeable number of channels to non-commercial educational broadcasting. This is in contrast to standard AM broadcasting in which educational stations have always had to compete with the more amply financed commercial stations for frequencies, hours and power. It will enable the non-profit stations to broadcast at times when they can best serve the educational needs of listeners. It will make possible the establishment of dozens, and possibly hundreds, of new stations by universities, colleges and school systems which have at long last awakened to the values in broadcasting only to find that no facilities were available or that present facilities were inadequate.

Educational Independence

The actual establishment and operation of non-profit FM stations will free educational institutions from the hampering dependence upon commercial stations for time and facilities. With time sales at new highs in 1944, it was becoming increasingly more difficult, if not impossible, to secure desirable hours for educational offerings. Either no time at all was available or that given was not well suited to reaching listeners. With sponsors seeking new markets in the postwar period, it is doubtful if educational programs will fare much better then, than now. So the independent operation of non-profit stations becomes a necessity if people needing and wanting education are actually to be reached with such programs at the best times.

Such stations also will make possible a decided increase in the number of educational programs available to listeners. Many more minority interests can be served.

Where several institutions competed for the opportunity to broadcast over limited commercial facilities, only the programs with the widest possible appeal to a large mass audience were likely to gain an airing. Needs of smaller groups had necessarily to be ignored. Now many of these institutions will operate stations serving the widest variety of needs—from foreign language lessons to gardening, from appreciation of poetry to popular psychology, from kindergarten stories to sixth-grade arithmetic, from music to drama.

Certainly the need for education was never greater than it is likely to be after the war. Millions of men and women in the armed services will want the schooling they missed without the necessity of going back to college. Citizens will require background for the momentous decisions they will need to make in re-shaping the world. New problems of leisure-time pursuits, hobbies and interests will need to be accommodated. And such matters as slum-clearance, city planning, regional development and postwar aviation need to be understood and appreciated. FM stations will make possible an abundance of programs dealing with such material.

But the picture is by no means entirely a rosy one. In spite of the go-ahead from the FCC, educators and broadcasters alike should give serious thought to what may happen—to consequences which may be disastrous for radio education.

Early Experiences

In the first place, we may have a repetition of the earlier AM experience, with large numbers of educational stations initially established and then suspending operations until only a handful remain. The picture is more favorable this time, however. Most of the earlier stations were engineering experiments, and stations gave up licenses when faced with the necessity for serious programming; this time, licenses are applied for in order to engage in program operations, and this presumes an acknowledgement of continuing program responsibilities. Last time, educational stations had to compete directly with commercial stations for time and facilities; now they have their own channels. And, finally, educators are much more alive to the values of broadcasting. They are taking radio seriously.

Ed (Archie) Gardner

In the second place, there is a grave danger that commercial stations and networks may look upon the establishment of FM educational stations as relieving them of the obligation to engage in public-service and educational broadcasting. They may feel free to devote themselves entirely to entertainment and commercialism. This would be the greatest imaginable mistake for educators and commercial broadcasters alike.

It would be disastrous for commercial broadcasters because, in the long run, it would change the character of the so-called American System of Broadcasting and ultimately lose the substantial support of listeners. American radio has built its solid reputation not alone on its Jack Bennys and Bob Hopes but also upon its NBC Symphony, its American School of the Air, its Columbia Workshop, its University of the Air, its farm programs, and its service to the war effort. A pure entertainment venture with an unadulterated profit motive would have difficulty justifying its service to the public interest.

It would be tragic for education because mass enlightenment will need to rely upon the great mass audiences which have been developed by network radio. Minority interests, serious adult education and specialized educational services can utilize the separate FM stations best. But broad educational and cultural needs in music, in drama and in the discussion of public issues can best be met for the nation as a whole through the superb facilities of commercial network broadcasting. And for these features, such networks will have established audiences which should not be given up if the whole American people is to be served.

Income Level Involved

In the third place, it must be recognized that the developments in FM generally, and FM educational stations in particular, depend upon the maintenance of a high level of national income. With a nation-wide income total of $150 to $175 billions, the American people can afford to make the change-over from AM to FM —a process involving the purchase of 30 to 50 million new receiving sets. With a depression level of $60 billions, such a transition is doubtful. And the establishment and support of educational FM stations depends upon a national income that can afford to sponsor mass education by radio through appropriations to universities, colleges and school systems. An economy of abundance will demand these measures for the education of all —a depression economy will eliminate all but the most elementary educational expenditures. The future of education by radio is inextricably intermingled with the future of the whole economy.

(*Continued from Page* 47)

TELEVISION GOES COMMERCIAL -- *By Dr. Allen B. DuMont*

nicians have been devoting their spare time from urgent war jobs in order to gain practical telecast experience, we have had writers, producers and performers volunteering their services in order to learn the intricacies of this new medium for their talents. Many television headliners of tomorrow are now in the making. Recent technical advances, notably higher illumination levels and greater depth of focus, make available a larger stage and greater freedom of action. Ws have learned much about scenery and backgrounds, camera technique, lighting and other details of production. Already we have trained writers and directors who know how to get the most out of televised productions. We are pretty well set on programming.

Solve Sponsor Angle

Lastly, we have evolved the sponsorship angle whereby telecasting can be placed on a self-supporting basis essential to truly commercialized television. While engineers behind cameras and performers out front have worked out a satisfactory telecast art, we have had advertising men and advertisers working in the "commercial" or sales message and studying audience reactions. While the audience is still numbered in tens of thousands as against the millions for broadcasting, we can nevertheless gain the practical experience now for later business efforts.

Seeing as well as hearing the "commercial" gives television a tremendous advantage over usual broadcasting. In fact, the sales message can be made fully as interesting and often more so than the sustaining feature, as contrasted with the veritable intrusion of "commercials" in the midst of otherwise enjoyable radio.

With the sponsorship angle already worked out, and with a growing list of sponsors ready to go along with expanding telecasting, we are rounding out the final phase of the television business. All we are waiting for is the release of necessary materials and manpower whereby we can build transmitters for telecasters throughout the country, and produce hundreds of thousands of television receivers for homes.

Thinking of you

KAY KYSER

COLGATE-PALMOLIVE-PEET
NBC—WEDNESDAY NIGHTS

Exclusive Management
MUSIC CORPORATION of AMERICA

THE WOMEN AND RADIO—1945

By Mildred O'Neill
Radio Daily Staff Writer

THE year 1944 came to a close on a happy note for the women of radio, not only for themselves but for the industry and the war effort as well. They are now considered to be an integral part of the industry. Outright recognition came slowly, but when it did come it was unanimous with network and station officials and in the agency field. For over twenty years women have been trying to defeat the discrimination against them in a he-minded industry, a situation which, however, some few overcame. It was when the United States entered the war that radio gave challenge to woman's ability and they got their chance at jobs heretofore held only by men.

Television

Having broken down the barriers, it is only natural to find them at the beginning of 1945 in on the "ground floor" of the video art. There are women scenic artists, make-up specialists, announcers, sound technicians, script writers and producers. At this relatively early stage of the game there is a television station in Illinois which claims to be the first one of its kind in the country to be run entirely by women. Women are particularly suited to this work as it requires infinite patience and careful attention to detail. There is considerable promise that the field of television will be an important source of female employment when the sight and sound reign gets off to a flying start after the war.

Women Directors

A significant chapter on the progress of women in radio has been written by the Association of Women Directors. A subsidiary of NAB, this is the only women's organization in radio. The AWD has a membership of 700 women, each of whom has been accredited by her station manager for the work of promoting a broader aspect to women's interest in radio and increasing through greater commercial sponsorship and improved public relations areas of service to industry. This year 1945 will witness a move to consolidate the efforts of women in radio in both hemispheres. In this connection, the AWD has announced a special promotion, "Women of the United Nations," proposed to widen the scope of women's activities in broadcasting by means of wireless. Close co-operation will be maintained with 20 major women's organizations, the United Nations Information Office and the Inter-American Commission of Women.

BBC Statistics

The British Broadcasting Corporation offers another example of the widening of radio's portals to women. One out of every two employees at BBC is a woman. The largest influx has been in the engineering division where before the war no female had been employed other than a secretary. Now, more than 500 women are working as operators, at studio centres, in recording rooms and at transmitting stations. Of these, 480 are technical assistants, 23 program engineers, two have graduated to maintenance engineers and three have become assistant engineers. Only about one in four had had pre-war experience. In addition, there are over 20 women announcers and 32 producers and there are 50 program assistants.

The Canadian Broadcasting Corporation which operates Canada's two coast-to-coast networks also found it necessary to engage women to offset the inroads of war. Apart from this emergency, it felt there was a need adequately to present women's interests and as a consequence many were placed in important, even executive, posts.

Women With OWI

By the same token that radio has become an important part of every-day life and habit, so has the woman's daytime program which is directed at the female audience assumed an undisputed prominence in radio programming. Our government recognized this and through the Women's Activities section of the Domestic Radio Bureau of the Office of War Information launched the Women's Radio War Program Guide as a means of getting war messages to the daytime audience.

The Guide has carried four war campaigns each month and broadcasters have been asked to use one message a week. The subjects that have been used include Paper Shortage, Careless Talk, Give War Bonds and Stamps for Christmas, Nurses' Aides for Army Hospitals, and others equally pertinent. Co-operation from women's programs with this movement has been reported as excellent.

Mgt. LOU CLAYTON

THE MARKET FOR RADIO IN 1945

By M. H. Shapiro
Managing Editor, RADIO DAILY

RADIO faces new problems of determining its best markets for 1945. With new markets still springing up and some wartime swollen markets tapering off, no newer population estimates by the Bureau of Census than November, 1943, are available. This is due, of course, to the fact that the latest available civilian population is based upon the last War Ration Book No. 4.

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However, it is safe to assume that on a regional or state-wide basis there has been little change since 1943. Elsewhere in the Radio Annual, population figures for Regions and States are presented as well as Metropolitan District Counties and all other counties with a city of 25,000 population or more. These, naturally, are radio's basic markets and with only few exceptions each Metropolitan District County listed is a home for Radio.

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When it is remembered that the country as a whole lost approximately 4,000,000 in civilian population from April, 1940-November, 1943, it is interesting to note that only a few Metropolitan Districts and other listed counties showed an equal or greater loss. Many of these urban centers on the other hand showed substantial gains in civilian population. From this it can be said that a large portion of Radio's customers have come closer to the major buying centers and thus more receptive to Radio's message. Naturally, this has been a boon to the local stations and has increased the potential audience for stations in this class in those communities which show population gains.

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On the other hand while the rural areas have shown the greatest loss in population this is counteracted by the large increase in spending power now enjoyed by the farmers. From an average cash farm income of $8,100,000,000 from 1934-1938, it is estimated that this figure would reach approximately $22,000,000,000 in 1944—an increase of 271 per cent. And as numerous surveys have shown that the farm family listens the most hours to radio this potential more than makes up for the fewer cash customers throughout the agricultural areas.

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Radio Daily estimates that there are 31,271,178 families in the United States with at least one radio set in operation. This national market is the greatest that can be reached effectively by a single media and represents nearly the entire market receptive to the national advertiser. During 1945 it can be confidently stated that radio will continue to show increases in total billing; as has occurred during the past several years.

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If the war should end this year, it is not expected that there will be witnessed the same severe dislocation of population as quickly as happened in the early days of the war. In the past six months many surveys have been made among war-workers in cities with great population gain and a surprising percentage of those questioned said they intended to remain in their new homes rather than return from whence they came. This is particularly true on the Pacific Coast, the region with the greatest increase in population since 1940. Active planning to retain population growths has been under way for a long time in many communities and every effort will be made to maintain the "new" city sizes brought on by the war. It is possible that industry will possibly change its location in many instances to be nearer many employed markets and bringing peacetime production and jobs to many of them rather than let them return to their pre-war status.

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However radio evaluates these markets, a quick yardstick of postwar prospects is contained for the Metropolitan Districts in the statistical section of Radio Annual. The ratings for postwar take into consideration decades of population growth as well as wartime boom and can be used as a basis for postwar planning at least. Since there will be no new national Census until 1950, the population figures presented will probably not be superseded until that date.

For Complete Census Statistical Section Please Turn to Page 273

FIRST!

In nine polls for most popular girl singer during post year, Dinah Shore was voted:

1st—Radio Daily—all editors
1st—Billboard—All-G.I. poll in U. S. camps
1st—Motion Picture Daily—all radio editors
1st—Billboard—all radio editors
1st—Downbeat—popular music readers
1st—Billboard—all-U.S. High School poll
1st—Screen Guide magazine—all readers
1st—Movieland magazine—all readers
1st—Cleveland Plain-Dealer—all-Ohio readers' poll

Star of Dinah Shore's "Open House," NBC coast-to-coast every Thursday night, sponsored by Birdseye Frosted Foods, produced by Young & Rubicam, Inc.

★

Recording exclusively for RCA-Victor

★

Co-starred in International's **"BELLE OF THE YUKON"**

DINAH SHORE

Management: WILLIAM MORRIS AGENCY

1941—GROWTH OF STATIONS—1944

As of:	*Licensed Stations*	*Construction Permits*	*Special Broadcast Stations*	*Total*
January 1941	826	91	5	882
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943

** This figure includes 5 Special Broadcast Stations.

★ ★ ★ ★ ★ ★ ★ ★

C · B · S

A GOOD SONG LIVES FOREVER

By Morton Downey

I DO not believe that the current revival of old tunes can be interpreted as a trend. Looking backward over many years in show business, I am inclined to believe that it is merely a survival of the fittest of numbers which awakened an emotional response in all people over a long period of time.

Some songs (like some lucky people) are ageless. Graceful or gay, sentimental or nostalgic—some even tragic!—they linger on. Linger on? They gain new life from jazz, swing or what-have-you in musical arrangements that key the tempo of each passing generation.

You never can tell. Today some chap, somewhere, is polishing off a song destined to become a great hit. People will sing it, recording factories will smoke with hot wax, the bobby-soxers will go simply ma-a-a-d about it. And then—poof, out like a candle.

What's the answer? Id be a presumptuous guy to give a didactic answer because I may be all wet. But here's something I have first-hand knowledge of. Before I went overseas to tour hospitals behind the lines for the USO, the Broadway boys kept taking me aside to advise me on what our lads would want to hear. "Be sure," they told me solemnly, "be very sure not to include any sad or corny home-and-mother stuff. What those kids want is hot, swingy stuff."

What They Wanted

Well, I followed the advice. I rehearsed fast-moving numbers, hopped-up stuff with even a touch of risque. And in the first hospital I visited I threw the whole routine away. Because, do you know what those kids called for? In this order: 1, "I'll Walk Alone." 2, "Spring Will Be a Little Late This Year." 3, "Irish Lullaby." 4, "Melancholy Baby." 5, "Star Dust"—and such perennials as 'When Day Is Done," "All the World Is Waiting for the Sunrise," "When Irish Eyes Are Smiling."

Why? For the simplest of all reasons. One thought is uppermost in the minds of those kids—home—whether it be where the woodbine twineth or a Brooklyn tenement. Home and mother and sweetheart. Corn—maybe, but it's corn with pretty sound kernels.

The mood of those boys at the moment, to the exclusion of all else, is centered on those simple, homey things. But, to me, the most interesting thing is that after they're home, safe and sound and with the blood and mud behind them, they'll still be singing those songs ten years from now. And longer.

It adds up, I think, to the fair conclusion that a good song never dies. Like wine, it mellows and strengthens with the years. America, still a young country, is friendly and sentimental. That's why the songs—I mean the sound numbers with nostalgic lyrics—that came out soon after the turn of the century with home and hearthside the very warp-and-woof of their story—that's why those songs are ageless.

A Few Examples

Let's look at a few examples of those deathless old songs. "You Made Me Love You," written in 1913 and sung and danced to by children of men and women who sang it when it first came out. "Shine on Harvest Moon," 36 years young. "On Moonlight Bay," written in 1912. "Can't You Hear Me Calling, Caroline"—the Germans were invading Belgium in World War I when that was published, back in 1914. Irving Berlin's unforgettable "All Alone"—that came from his facile pen in 1924. "Dinah," in 1925, "Carolina Moon" in 1928—and that gay, rollicking 'Oh, You Beautiful Doll" that rattled the rafters in ballrooms, back in 1911, where the Turkey Trot was still a daring dance.

Ray Noble, back in 1932, penned the sentimental "The Very Thought of You." As of this moment it is being played as often as "Don't Fence Me In" No, you just can't kill a good number—and who would want to? These songs have earned the right to a spot in the heart of musical America. In my opinion, I repeat, that I do not believe there is such a thing as trends in songs as the term applies to other fields. At regular intervals, a novelty or patriotic tune may sweep the country and after a brief flash pass into oblivion—never to be heard again. People in the entertainment world, song writers and music publishers all felt that the war would be productive of a trend. But it has not.

GARRY MOORE

on the air for

CAMEL CIGARETTES

Friday, 10:00-10:30 p.m., E.W.T.

CBS

Management

NATIONAL CONCERT AND ARTISTS CORP.

WARTIME SPORTS BROADCASTING

By Don Dunphy

THE War has increased the responsibility of the Sports Announcer. At all times, in war or peace, his duty has been to the Radio Audience, to give a clear and accurate picture of what was happening in the field of sports whether his medium was a play by play description of an event or a daily or weekly summary. But now with so many sports minded Americans in the service overseas and almost wholly dependent on radio for their sports information, his responsibility has increased manifold.

After the attack on Pearl Harbor on December 7th, 1941, the continuance of sports during the war was very much in doubt. But sports continued and it soon became apparent that the morale factor of athletics for the civilian population and more important for the man and woman in uniform was of tremendous importance. Sports broadcasting immediately became an integral part of this picture. The Sports Announcer has always been the liaison between the game and the listener, he is the eyes of the radio audience. It is for him to occupy the seat of the person who cannot attend the game or fight and to see the event as the listener would were he present. Now with so many millions overseas or occupied on the civilian front and unable to otherwise keep posted, the responsibility of the sportscaster becomes more and more apparent. It is for him to see that they get the sports news that they want.

Armed Forces Co-op

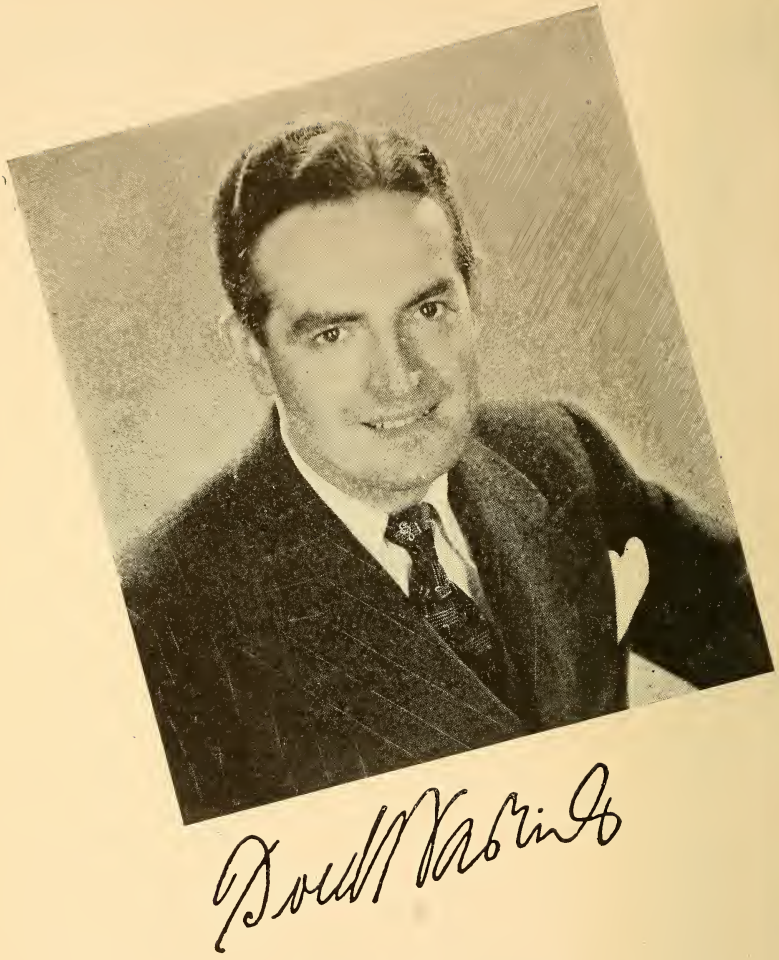
Through the co-operation of the Armed Forces Radio Service, there have been sent overseas play by play descriptions of baseball, boxing, basketball, hockey, track meets and other sports events. These have gone out both live and recorded along with daily and weekly summaries. We know from the mail response from the men in uniform how much sports by radio has done to bring "Back home" a little closer to "Over there." We know what they have done to keep alive his interest in sports, how much it has meant in the way of relaxation and enjoyment. This has been indicated by the reports that have come back of a group of soldiers huddled in an igloo in the black of an Alaskan night listening to the play by play of the last World's Series between the Cardinals and the Browns, of fliers returning from a bombing mission asking for baseball scores, of parents mentioning letters from sons in which they talk of enjoying fight broadcasts, of soldiers and sailors the world over waiting impatiently by their sets for the kickoff in the Army-Navy football game. All these things should make the sports announcer even more anxious to do a good job and to turn out a better performance.

Other Duties

Aside from the actual descriptions and summaries there have been other duties for the sports announcer. There has been for instance the co-operation with the Office of War Information in putting important announcements before the public; the giving impetus to the various War Loan Drives; the calling attention to the Red Cross both in the matter of the blood banks and the raising of funds; also the important matter of reminding the folks at home to write to those in the service.

In 1944 the New York Sports Broadcasters Association conceived the idea of putting on its own radio show in connection with the Fourth War Loan Drive. It was broadcast on Mutual and was called "The Golden Age of Sports." What started out as a germ of an idea soon grew into a billion dollar program. You in the industry who know something of the costs of talent imagine if you can the cost of a program with Jack Dempsey, Babe Ruth and Frankie Frisch; with Benny Leonard and Barney Ross; with Red Grange and Bob Zuppke, with Gene Sarazen and Earl Sande; with Frank Hunter and Alice Marble; with Lester Patrick and the New York Rangers hockey team, and others. Add to them practically every topnotch sports announcer in the country and you draw the conclusion that never again will so much sports talent be gathered on one program. Only the War Effort could have brought them all together.

Yes, the War has increased the responsibility of the Sports Announcer but I think he has realized his responsibility and answered the question, the while striving to present a better and clearer sports picture.



AND HIS PENNSYLVANIANS
for OWENS-ILLINOIS GLASS CO.

BLUE NETWORK . . . THURSDAYS . . . 10 P.M., E.W.T.

MANAGEMENT JOHN O'CONNOR 1697 BROADWAY, NEW YORK, NEW YORK

THE WEST COAST HAD A BUSY YEAR

By Ralph Wilk
RADIO DAILY West Coast Representative

THE year 1944 was marked by more changes in ownership of Pacific Coast outlets than in any other 12 months. This was due to the FCC order, prohibiting anyone owning or controlling more than one station in any community.

The Blue bought KECA, Los Angeles, from Erle C. Anthony, who retained ownership of KFI. KEX, Portland, was purchased by Westinghouse from the Oregonian Publishing Co., which will continue to operate KGW. C. W. Meyers, owner of KOIN, Portland, disposed of KALE to the Portland Journal and Charles Couche.

Station Status

Birt F. Fisher sold his third interest in KOMO, Seattle, to the Fisher Brothers, and in turn acquired KJR, Seattle, from the brothers, to whom he is not related. Jack O. Gross bought O. L. "Ted" Taylor's half interest in KFMB, San Diego. Sheldon Sackett, Marshfield, Ore., and Philip Lasky, manager of KROW, Oakland, purchased Wesley I. Dumm's interest in the outlet. Dumm has bought KPAS, Pasadena, from the J. Frank Burke interests and retains KSFO, San Francisco.

Ralph Sherwood and Mott Brandon sold KJBS, San Francisco, to a syndicate, but continue to operate KQW, San Francisco.

A significant development is that, due to carrying a heavy volume of business, several independent stations are in a good financial condition and able to set aside funds for any future FM and television plans they may wish to undertake. Shortage of newspaper space resulted in many advertisers buying radio time for the first time, and the broadcasters expect to retain much of this new business in the postwar period.

The quality of programs for the four Coast nets showed improvement, with sponsors spending more money to gain quality. Saturday morning, which was formerly unpopular with time buyers, is now yielding much revenue for Coast broadcasters, with important programs using the heretofore despised time.

Personnel Changes

Several personnel changes developed during 1944. Don E. Gilman, long a leading figure in Western radio, resigned as the Pacific Blue's top man to become the "Will Hays" of the Coast petroleum industry. Don Searle left the managership of KPO, San Francisco, to head the Pacific Blue's activities. Frank Samuels came down from San Francisco to become the Pacific Blue's sales manager, succeeding Tracy Moore, who resigned to join the Sonovox organization.

John Swallow, veteran program manager of NBC's Western division, left the net to enter the advertising agency field. Frank Conrad entered the Coast radio fold by becoming station relations manager for the Pacific Blue.

George L. Moskovics, who was the Columbia Pacific's sales manager, went East and is now assistant to Howard Meighan, who is in charge of Columbia's radio sales. Charles E. Morin, who was Columbia's Pacific's Eastern sales manager, is now the Coast net's sales manager.

Joe Alvin, who was assistant director of NBC's Western division press department, was promoted to head the net's special events and news department.

Paul Appleby left a Government post in Washington, D. C., to become vice-president and director of KIBO, Seattle, while Harold N. Graves, who also did Government work in the capital, joined the same outlet as vice-president in charge of finance and personnel.

Pat Campbell joined Don Lee-Mutual and his duties include those of station relations manager.

Ralph Edwards'
"T or C"
DUZ

ON THE WASHINGTON FRONT

By Andrew H. Older
Staff Correspondent, Radio Daily

RADIO served two functions in the nation's capital in 1944—it made news and it told the news. Radio itself could not, in the year 1944, make as important news as it spread, even though it played a vital part in making the good news from the war fronts. In a sense, however, the news radio made vies in importance with that it carried. For the importance of radio as an instrument for the keeping of world peace keynoted most of the news radio made in 1944.

In December, appearing before the Senate Foreign Relations Committee, Assistant Secretary of State Archibald MacLeish declared that radio is one of the media which will do as much to safeguard world peace in the future as the traditional diplomats. The appointment of MacLeish to the State Department post itself was clear indication of the recognition by our government of the absolute need for utilization of radio in fostering international friendship.

Freedom of Radio

Throughout the year, both on Capitol Hill and at the FCC, the fight to assure the complete freedom of the air—freedom of listeners and freedom for broadcasters—which must be enjoyed in post-war America has gone on without pause. For not only has radio a major role to play in the preservation of world peace, but free radio is likewise a cornerstone of democracy in our own country. The two are related. World peace can be assured only if the voice of each nation speaks the will of the people of that nation, and only through radio and its sister media of public opinion can that will be determined.

On Capitol Hill there were three major events in the move to safeguard radio freedom. The ill-starred investigation of the FCC by the special House Committee chaired by Rep. Clarence F. Lea drew to a close with what amounted to a clean bill of health for the commission. As we write this we've not seen the final report of the committee, but know from speaking with members that the FCC was found not to be the hotbed of radicalism and corruption which some congressional critics had maintained.

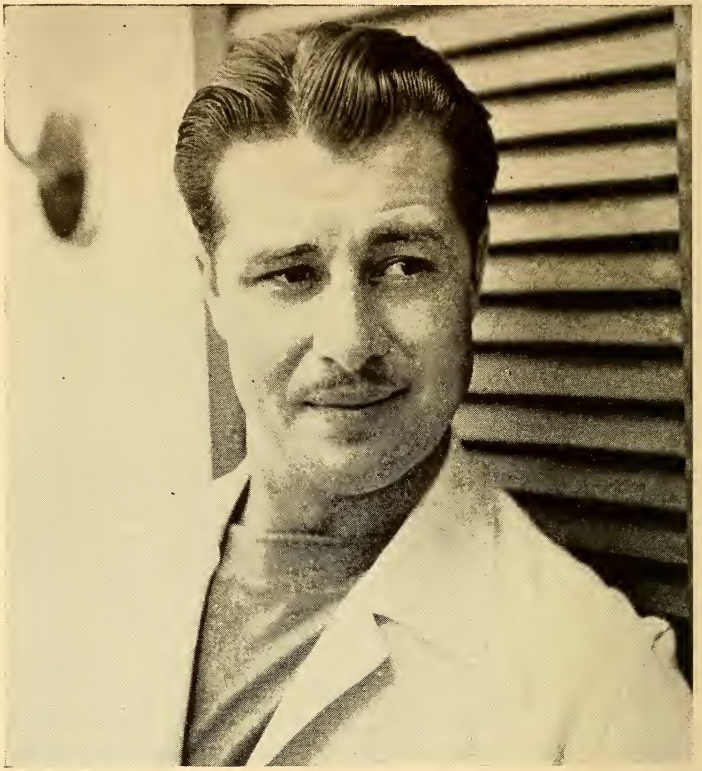
Second event was the preparation of a thoroughgoing revision of the Communications Act by Senator Burton K. Wheeler. Reactions to this bill were mixed, and it was abandoned in short order, but it was extremely important that the need for clear, modern streamlined radio legislation was sufficiently apparent to our lawmakers that an attempt was made to outline such legislation. Further attempts will be made. It is also important to recall that new radio legislation will not be written in a vacuum on Capitol Hill; Wheeler's experience makes it obvious that the voice of those men who have brought radio to its present eminence will be given full weight in further deliberations.

The third event on Capitol Hill was the introduction of a joint resolution by Senator Claude Pepper and Representative John Coffee calling for broadcast of the proceedings of the House and the Senate. The great functioning body of democracy, these and other members believe, would find its democratic purpose furthered were it brought to the people in a way no medium other than radio can bring it. Radio, they feel, can return our democratic machinery to the status of the town council from which it sprang.

FCC Hearings

No discussion of the radio year in Washington would be complete without mention of two specific events. First is the series of hearings held by the FCC, during which all segments of the industry presented their views on post-war frequency allocation. Decision of the FCC on this all-important division of the spectrum is to be found elsewhere in this volume.

The second event that must be mentioned is the resignation of James Lawrence Fly as FCC chairman. Retiring to take up private practice, Fly will not be forgotten by the radio industry for many years to come. In his five years at the commission helm he was the most maligned and most respected radio regulator the industry has ever known. As the year closed, Paul Porter moved into the Chairman's office to lead the commission in the vital deliberations ahead of it as the post-war set up for broadcasting—AM, FM, television—shapes up.



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CHICAGO LOOKS TO THE FUTURE

By Bill Irwin
RADIO DAILY Staff Correspondent

CHICAGO is ready to assume a pre-eminent place in postwar radio and television. Plans already made and in the making assure this area of new projects in the broadcasting field and the improvement and expansion of existing facilities on a scale which would seem to bear out the prediction of Niles Trammell, president of the National Broadcasting Co., that Chicago will emerge as a television hub of the nation in the postwar era.

From a television standpoint, particularly, Chicago is geographically favored. It would inevitably become the nerve center in any coast-to-coast tele hookups. It likewise offers unlimited possibilities for construction of physical facilities in outlying areas.

An example of this is found in the postwar plans of the newly-organized consolidated Television Corporation which call for a 200-acre suburban center, rivaling New York's Radio City, where live television shows and films for television would be produced. The blueprint for this elaborate project includes a physical plant costing several millions and housing a staff of 1,000 directors, actors, technicians and cameramen.

Television Plans

Chicago looms large in the postwar television plans of at least three of the major networks, NBC, CBS and Blue, each of which has included the Windy City as the site of a commercial television station in applications filed with the FCC for licenses to operate such stations. During 1944, Paramount Pictures, Inc., also applied to the Federal Communications Commission for authority to operate a series of television relay stations, comprising a national television network, one of which would be situated in Chicago.

Chicago already has two television transmitters in operation, W9XZV, owned by the Zenith Radio Corp., which has been broadcasting continuously scheduled programs for nearly six years, longer than any television transmitter in the country, and WBKB, the Balaban & Katz station, which has been operating for the past two years.

Network Tie-up

The Blue Network recently announced that negotiations had been completed with Balaban & Katz to present network programs suitable for televising from the studio of WBKB. Two Chicago-originated Blue Network programs which definitely will be televised are the Quiz Kids and the Breakfast Club.

In its role as host to the 1944 national political conventions, Chicago was for a couple of weeks last Summer the radio hub of the nation, with the four networks providing the most comprehensive coverage of party conventions in the history of broadcasting. NBC supplemented its schedule of broadcasts with telecasts of both the Republican and Democratic conventions.

One of the most elaborate postwar radio-television projects is WGN's "Theater of the Future." It will be one of the world's largest and most spacious radio studios, with a seating capacity of 2,000 and a stage capable of accommodating a 75-piece orchestra, a chorus of 40 and the principals of a musical cast. The new WGN building is to be erected on a site just south of Tribune Tower, overlooking Michigan Avenue and the Chicago River. It will have two other theaters, each seating about 600 persons.

Radio-Tele Theater

The WGN "Theater of the Future" is to be used first as a radio theater and later as a television theater. WGN has placed a postwar order with General Electric for a 40,000-watt transmitter and telecasting equipment to cost more than a quarter of a million dollars.

Another expansion program which awaits only the end of the war is that of the Blue Network's Central Division, which has been sharing quarters with NBC in the Merchandise Mart. The Blue's postwar plans call for new and more spacious headquarters in Chicago.

Television Station WBKB also has postwar plans for expansion. The Navy at present is using half of the station's available space in the State-Lake Building for its Basic Electronics Training School.

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•

1934 ..... "Dixie Circus"; CBS—for Dixie Drinking Cup

•

1938-39 ..... "Swing To Chiclets"; WJZ—for American Chicle Co.

•

1942-43 ..... "Mr. and Mrs. North"—for Woodbury—39 Weeks

•

1943-44 ..... "Hook 'N' Ladder Follies"; WEAF—for Goodyear Rubber Co.

•

1944 ..... "Believe It or Not Ripley"—for Pall Mall—5 Weekly

•

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CANADIAN POST-WAR PLANS

By Glen Bannerman

President and General Manager, Canadian Association of Broadcasters

MUCH has been written and said during 1944 about the necessity of industries and organizations planning for their post-war activities. If by post-war planning the writers and speakers mean the taking of steps to develop sound practices and essential expansions to face the era of peace in a readiness to enter competitively into serving the needs of the public, radio broadcasting in Canada has been steadily planning throughout the war.

Insofar as the privately owned broadcasting stations are concerned, planning for the future has to take into consideration two important factors: First, improvements in service to their listeners. This factor breaks down into two divisions—one, improvement in standards of programming and public service; two, improvements in technical development for clearer signals and better coverage.

The second factor requires planning to make it easier to do business with commercial and prospective commercial sponsors. Since the private stations are entirely dependent upon the revenue obtained from commercial sponsors to carry out their obligations in serving the public, this second factor is of paramount importance.

Standarization of Rate Structures

In Canada, from the day that radio broadcasting became an advertising medium up until recently, the variations in frequency discounts and time period rates has been a bug-bear to time buyers and advertisers alike. This confusion undoubtedly acted as a deterrent to the successful purchase and use of radio time. For years before the war the situation was a matter of discussion by broadcasters at the Annual Meetings of the Canadian Association of Broadcasters. Finally, in 1943, a standard rate structure committee was appointed.

As a result of the work of this committee, rate cards of all privately owned stations in Canada, with one or two exceptions, have adopted a standard discount as between time periods down to the five minute programme and a standard of frequency discounts for these same periods. This year, for the first time, the Canadian Association of Broadcasters has been able to place in the hands of time buyers a rate book of all privately owned station rates in which all but one or two stations are in line with the standard rate structure committee's recommendations.

A Yardstick of Measurement

Radio station coverage is an important yardstick of measurement as a basis for the time buyer and advertiser to estimate what is available for the money invested in radio time. Up to 1944, no one standard of measurement existed in Canada. In 1942 the Canadian Association of Broadcasters, at its Annual Meeting, authorized the setting up of a Joint Committee of advertisers, agencies and broadcasting stations. The Committee was appointed and as a result of its findings and recommendations, the Bureau of Broadcast Measurement was organized in the summer of 1944.

For the first time in radio broadcasting, advertisers and agencies now know that the coverage figures for a station in British Columbia have been arrived at on the same standard as the figures for a station in Nova Scotia. While all stations as yet are not members of the Bureau of Broadcast Measurement, 47 out of 90 commercial stations are members.

During 1944 the Canadian Broadcasting Corporation finally recommended that some 34 privately owned stations with power frozen at 1000 watts be authorized to increase power to 5 k.w. This is the power authorized under the Havana Treaty. As soon as equipment is available, these stations will take more power.

Canadian RTPB

Another phase of post-war planning is to be found in the establishing of a Canadian Radio Technical Planning Board. This Board will function in a similar manner for Canada as the Radio Technical Planning Board does for the United States. The Radio Manufacturers Association of Canada, with the blessing of the Radio Division, Department of Transport, is responsible for initiating the Board. Much of the material of the Radio Technical Planning Board in the United States will be basic, but usage of AM, FM and Television bands as they cover the Canadian picture will be subjects of future study.

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BOARD OF WAR COMMUNICATIONS

Chairman's Office: c/o Federal Communications Commission, Washington, D. C.

The Defense Communications Board was created by Executive Order of the President on September 24, 1940, under authority of the Communications Act of 1934 (48 Stat. 1064), as amnded. On June 15, 1942 a subsequent executive order changed the name of the Defense Communications Board to the Board of War Communications.

MEMBERS

Chairman
PAUL A. PORTER
Chairman of the Federal Communications Commission

REAR ADMIRAL JOSEPH R. REDMAN
Director of Naval Communications

MAJOR GENERAL HARRY C. INGLES
Chief Signal Officer of the Army

HON. WILLIAM L. CLAYTON
Assistant Secretary of State in Charge of the Office of Transportation and Communications

Secretary
HON. HERBERT E. GASTON
Assistant Secretary of the Treasury in Charge of Treasury Enforcement Activities

Assistant Secretary
CAPTAIN E. M. WEBSTER
Chief of Communications
U. S. Coast Guard

ALTERNATES

E. K. JETT
Federal Communications Commission

MAJOR GENERAL FRANK E. STONER
Chief, Army Communications Branch

CAPTAIN JOHN V. MURPHY
Deputy Director of Naval Communications

FRANCIS C. DE WOLF
Tele Communications Division of Department of State

CAPTAIN E. M. WEBSTER
Chief of Communications of the U. S. Coast Guard

COORDINATING COMMITTEE

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee, and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it.

Chairman
E. K. JETT
Federal Communications Commission

HARVEY B. OTTERMAN
Department of State

COL WESLEY T. GUEST
War Department

COMDR. FRANZ O. WILLENBUCHER
Navy Department

CAPT. E. M. WEBSTER
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COMMITTEES OF THE BOARD OF WAR COMMUNICATIONS

LAW COMMITTEE

The duties of the Law Committee include the furnishing of legal opinions and advice, and the drafting of final reports and recommendations, proposed Executive Orders, proclamations, and legislation. The Law Committee will report directly to the Board but will have liaison, for purposes of advice and consultation, with the Coordinating Committee, and, as may be necessary, with other committees.

Chairman
CHARLES R. DENNY
General Counsel, Federal Communications Commission
COL. CONRAD E. SNOW
War Department

LT. COMDR. ERNEST R. FEIDLER,
Treasury Department
CAPT. FRANZ O. WILLENBUCHER
Navy Department
RAYMOND T. YINGLING
State Department

LABOR ADVISORY COMMITTEE

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor problems incident to the proper carrying out of its national defense mission. With the requirements of national defense as a primary consideration, the Labor Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Labor Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Industry Advisory Committee.

Chairman: Robert J. Watt

Organization	Representative	Alternate
American Federation of Labor	Robert J. Watt	Lawson Wimberly, IBEW.
Congress of Industrial Organizations	Joseph P. Selly	Geraldine Shandros
National Federation of Telephone Workers	Joseph A. Beirne	American Communications Association John J. Moran, Vice-Pres.

INDUSTRY ADVISORY COMMITTEE

The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consulta tion with the Coordinating Committee and the Labor Advisory Committee

Whenever a problem involving domestic or international broadcasting shall arise, the Chairman of the Industry Advisory Committee shall notify the Chairman of the Domestic Broadcasting Committee or International Broadcasting Committee, as the case may be, and such Domestic or International Broadcasting Committee shall designate a Delegate to act as a member of the Industry Advisory Committee on that problem.

Chairman: Walter S. Gifford Secretary: Dr. C. B. Jolliffe

By Howard Chandler Christy

JEAN HERSHOLT

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Organization	Representative	Alternate
American Telephone and Telegraph Company	Walter S. Gifford	Keith S. McHugh
Globe Wireless, Ltd.	Jack Kaufman	R. W. Bunce
International Telephone and Telegraph Corp.	Col. Sosthenes Behn	Frank W. Phelan (All America Cables and Radio, Inc.)
Press Wireless, Inc.	Joseph Pierson	D. K. De Neuf
Radio Corporation of America	David Sarnoff	Dr. C. B. Jolliffe
Tropical Radio Telegraph Co.	R. V. Howley	
U. S. Independent Telephone Assn.	R. A. Phillips (Central Electric & Telephone Co.)	Clyde S. Bailey
Western Union Telegraph Co.	A. N. Williams	E. R. Shute

AVIATION COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international civil aviation radio facilities and communications services associated therewith. It will have liaison with the U. S. Government Facilities Committee and the State and Municipal Facilities Committee. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: R. O. Smith

Organization	Representative	Alternate
Aeronautical Radio, Inc.	R. O. Smith	
American Association of Airport Executives		
American Export Airlines, Inc.	W. A. Schrader	M. H. McFarlen
American Federation of Labor		
American Telephone and Telegraph Company	R. L. Jones	F. A. Cowan
Department of Commerce (Civil Aeronautics Administration)	A. S. Stokes	Eugene Sibley
Federal Communications Commission	T. E. Daniels	
National Advisory Committee for Aeronautics	Charles H. Helms	
National Federation of Telephone Workers	John J. Moran	
Navy Department	Capt. Geo. H. De Baun	
Pan American Airways System	H. C. Leuteritz	
Private Fliers Association, Inc.	Roger Wolfe Kahn	John M. Wells,
State Department	Arthur Lebel	
U. S. Coast Guard	Lt. Comdr. F. A. Leamy	Lt. Comdr. E. K. Rhodes
War Department	Col. Wallace G. Smith	
Department of Commerce (Weather Bureau)	Delbert M. Little	Ivan R. Tannehill
Western Union Telegraph Co.	P. J. Howe	H. M. Saunders

DOMESTIC BROADCASTING COMMITTEE

The duties of this Committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experi-

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mental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services asosciated therewith, with the requirements of the national defense as a primary consideration.

Chairman: Neville Miller* Secretary: A. D. Ring

Organization	Representative	Alternate
American Federation of Labor	Lawson Wimberly	Maynard F. Marquardt
American Telephone and Telegraph Company	G. L. Best	H. H. Carter
Blue Network, The	K. H. Berkeley	Geo. O. Milne
Broadcasters Victory Council	John Shepard III	O. L. Taylor
Columbia Broadcasting System. Inc.	Earl H. Gammons	Dr. Frank Stanton
Congress of Industrial Organizations		
Facsimile, Inc.	John V. L. Hogan	
Federal Communications Commission	George P. Adair	Rosel H. Hyde
FM Broadcasters, Inc.	Walter J. Damm	Philip G. Loucks
Finch Telecommunications		
Mutual Broadcasting System, Inc.		
National Association of Broadcasters	Neville Miller*	Howard S. Frazier
National Assn. of Broadcast Engineers	J. H. Brown	A. T. Powley
National Broadcasting Company	Frank M. Russell	O. B. Hanson
National Federation of Telephone Workers	John J. Moran	
National Independent Broadcasters	Harold A. Lafount	Andrew W. Bennett
National Television System Committee of the RMA Engineering Department	W. R. G. Baker	V. M. Graham
Office of War Information		
State Department	Harvey Otterman	
U. S. Independent Telephone Association	Louis Pitcher	Clyde S. Bailey
War Department		
War Production Board	F. H. McIntosh	J. R. Cruetz
Western Union Telegraph Company	H. P. Corwith	A. W. Donaldson

INTERDEPARTMENT RADIO ADVISORY COMMITTEE

This Committee is designated under the provisions of Paragraphs 5 and 7, but without reference to Paragraph 8, of the President's Executive Order of September 24, 1940. The duties of this Committee will include making special studies and recommendations regarding frequency allocations, with the requirements of national defense as a primary consideration but giving due consideration to the needs of governmental agencies, of industry, and of other civilian activities.

Chairman: Comdr. Paul D. Miles
Vice-Chairman: Capt. E. M. Webster
Secretary: M. H. Woodward Assistant Secretary: L. R. Brady

Organization	Representative	Alternate
Department of Agriculture	E. W. Loveridge	E. C. Wagner
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Federal Communications Commission	T. A. M. Craven	H. F. Carl

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Foundations come first in any structure, and we think the rockbottom foundation for a radio network is the minds and skills of its personnel. Mutual is particularly well-grounded in this respect. Its directorate comprises successful broadcasters whose radio-business experience covers the whole span of broadcasting's quarter-century...a lineup of practical know-how outstanding in the entire field of commercial radio.

This basis of first-hand experience has lately been strengthened from within by the organization of a complete and able executive staff, headquartered in New York and buttressed at key points elsewhere. Into capable hands have been charged the various problems of general management as well as programming, station relations, sales and all other phases of efficient network operation. Mutual efforts toward improvement in each of these fields deliberately follow the fundamental, first-things-first pattern . . . with the listener—the family on the receiving end of radio—foremost in our planning at all times.

Shouting from the housetop has no place on the Mutual schedule, but as we build upon this sturdy foundation, we think our "hard-way" approach may prove the easiest route to a better network after all. We'll let you know how it works out.

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FOR PEP AND IVORY FLAKES

Organization	Representative	Alternate
Department of Interior	Stephen L. Windes	
Department of Justice	E. D. Coffey	H. J. Walls
Department of Labor		
U. S. Maritime Commission	D. S. Brierley	J. T. Welsh
Navy Department	Lt. Comdr. P. D. Miles	Lt. (jg) W. R. Foley, USNR
Post Office Department	Roy M. Martin	Charles M. Knoble
State Department	Thomas Burke	F. C. deWolf
U. S. Coast Guard	Capt. E. M. Webster	Lt. Arthur L. Budlong
War Department	Lt. Col. A. G. Simson	Capt. Wm. E. Plummer

INTERNATIONAL BROADCASTING COMMMITTEE

The duties of this Committee include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Walter C. Evans Secretary: P. F. Siling

Organization	Representative	Alternate
American Federation of Labor	Louis Barnett	Lawson Wimberly
Associated Broadcasters, Inc.	Wesley I. Dumm	Royal V. Howard
Columbia Broadcasting System, Inc.	Earl H. Gammons	Edmund Chester
Department of Commerce (Bureau of Foreign and Domestic Commerce)	Howard E. Way	
Crosley Corporation (The)	James D. Shouse	R. J. Rockwell
Federal Communications Commission	P. F. Siling	Geo. P. Adair
General Electric Company	Robert S. Peare	
Mutual Broadcasting System, Inc.	Alfred J. McCosker	
National Association of Broadcasters	Neville Miller*	Howard S. Frazier
National Broadcasting Company, Inc.	John F. Royal	Dr. Charles B. Jolliffe
Navy Department	Comdr. Fnauz O. Willenbucher	Lt. Comdr. F. C. B. Jordan
Office of Coordinator of Inter-American Affairs	Don Francisco	John W. G. Ogilvie
Office of War Information	James Weldon	
State Department	Harvey Otterman	Col. Carl H. Hatch
War Department	Maj. Gen. Alexander D. Surles	
Westinghouse Electric and Manufacturing Co.	Walter C. Evans	L. B. Wailes
World Wide Broadcasting Corporation	Walter S. Lemmon	Mark L. MacAdam

RADIO COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facilities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in

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time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Capt. E. M. Webster Secretary: F. M. Ryan

American Federation of Labor	Andrew McDonald	David D. Barry
American Merchant Marine Institute, Inc.	R. J. Baker	
Organization	**Representative**	**Alternate**
American Telephone and Telegraph Company	W. G. Thompson	F. M. Ryan
Association of Edison Illuminating Companies	G. G. Langdon	
Congress of Industrial Organizations	H. C. Taylor	W. P. Paschel
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Edison Electric Institute	H. E. Kent	
Federal Communications Commission	William N. Krebs	J. A. Russ
Globe Wireless, Ltd.	Jack Kaufman	R. W. Bunce
Lake Carriers' Association	Gilbert R. Johnson	C. M. Jansky, Jr.
Lorain County Radio Corporation	Herman E. Hageman	Frank C. Dunbar
Mackay Radio and Telegraph Company	Haraden Pratt	L. Spangenberg
Maritime Commission	D. S. Brierley	J. T. Welsh
Mutual Telephone Company	W. I. Harrington	Alvah A. Scott
National Federation of Telephone Workers	John J. Moran	
Navy Department	M. W. Arps	
Press Wireless, Inc.	Joseph Pierson	D. K. DeNeuf, V. P.
Radiomarine Corporation of America	Chas. J. Pannill	Arthur J. Costigan.
R.C.A. Communications, Inc.	Wm. A. Winterbottom	William H. Taylor
South Porto Rico Sugar Company	T. J. Phillips	
Tropical Radio Telegraph Company	R. V. Howley	C. C. Harris
U. S. Coast Guard	Capt. E. M. Webster	Lt. Comdr. C. H. Peterson
U. S.-Liberia Radio Corporation	Byron H. Larabee	
War Department	Col. Wesley T. Guest	Maj. Orla St. Clair

COMMUNICATIONS LIAISON COMMITTEE FOR CIVILIAN DEFENSE

The duties of this Committee include the submission of expert advice on all communications problems in which the Defense Communications Board and the Office of Civilian Defense are mutually interested. With the requirements of national defense as a primary consideration, the Committee will submit recommendations to the Board on such problems as are referred to it by the Board. In addition, the Committee shall have liaison with a similar committee of the Office of Civilian Defense and shall work with that committee in planning for the most efficacious use of communications facilities for civilian defense.

Chairman: William N. Krebs Secretary: Herbert A. Friede

Organization	**Representative**
American Radio Relay League	George W. Bailey
Federal Communications Commission	William N. Krebs
International Association of Chiefs of Police	Capt. Donald S. Leonard
International Association of Fire Chiefs and International Association of Fire Fighters	Herbert A. Friede
National Bureau of Standards	Alvin C. Hutton
Office of War Information	
War Department	Capt. Nelson Harton, Signal Corps

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• BURT BOYER
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• PATSY CAMPBELL
(LEx. 2-1100)

• MARY CONWELL
(Clr. 6-3082)

• BARBARA FULLER
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		Alternate
Labor Advisory Committee, Defense Communications Board	Joseph P. Selly	
Domestic Broadcasting Committee, Defense Communications Board	Neville Miller	
Telegraph Committee. Defense Communications Board	R. H. Vehling	
Telephone Committee, Defense Communications Board	Ralph I. Mabbs	Clyde S. Bailey

PRIORITIES LIAISON COMMITTEE

The duties of this Committee include the study of non-military priority problems that arise in the current work of priority ratings for materials requiring inter-departmental coordination, and such special problems as may be referred to it by the Board of War Communications or the Coordinating Committee. In addition, the committee will have liaison with the Priorities Planning Committee and may call upon the priorities representatives of the numbered committees of the Board as well as other Government and industry experts for advice.

Chairman: Lt. Comdr. R. H. Griffin

Organization	Representative	Alternate
Federal Communications Commission	Manfred K. Toeppen	
Navy Department	Lt. Comdr. R. H. Griffin	
State Department	J. T. Keating	Harvey Otterman
U. S. Coast Guard	Lt. Comdr. J. W. Ryssy	
War Department	Lt. Col. Lyle D. Wise	Capt. John G. Hubbard
War Production Board	Leighton H. Peebles	

PRIORITIES REPRESENTATIVES

Amateur Radio Committee

George W. Bailey, Chairman
The American Radio League

Cable Committee

C. Mills, Chairman — Benedict P. Cottone, Secretary

Domestic Broadcasting Committee

Dr. W. R. G. Baker,
National Television System Committee
of the RMA Engineering Department

International Broadcasting Committee

R. J. Rockwell,
The Crosley Corporation

M. L. Prescott,
General Electric Company

Radiocommunications Committee

Arthur J. Costigan,
Radiomarine Corp. of America

Haraden Pratt,
Mackay Radio and Telegraph Co.

State and Municipal Facilities Committee

Captain Donald S. Leonard, Chairman — G. E. Nielsen, Secretary

Telegraph Committee

E. R. Shute, Chairman.
The Western Union Telegraph Co.

Wm. J. Norfleet, Secretary

Telephone Committee

Z. Z. Hugus, Chairman — Clyde S. Bailey, Secretary

Communications Liaison Committee for Civilian Defense

Herbert A. Friede,
International Assn. of Fire Chiefs

George W. Bailey,
The American Radio Relay League

United States Government Facilities

Lt. Col. A. G. Simson, Chairman

Lt. George F. Putnam, U.S.M.C.R.

now serving with the
American Armed Forces

RADIO DAILY

IS HAPPY TO PRESENT THE

"ALL AMERICAN RADIO PROGRAM OF 1944"

PROGRAMS, artists and songs listed as winners on the following pages were chosen by 1,051 ballots as voted by the newspapermen and women of America. Each figure represents the exact number of votes received by the respective winners and the first five in each classification. All ballots have been checked by the Ross Federal Research Corp. which conducted the field work for Radio Daily and official certification was by a recognized firm of certified public accountants. Original signed ballots and worksheets used in tabulating votes are open to inspection by the industry.

Trade acceptance of the Certified Poll was unanimously received on January 9, 1945 when network, independent station and press association representatives attended a luncheon at the Waldorf Astoria Hotel, New York, examined the ballots, and learned the methods used in obtaining them.

QUIZ KIDS

FIVE YEARS FOR THE SAME SPONSOR

MILES LABORATORIES

makers of

Alka-Seltzer and One-A-Day Brand Vitamins

through

Wade Advertising Agency

Blue Network

Sunday Nights

7:30 P.M. (E.W.T.)

James Parks
Exclusive Radio Representative

Louis G. Cowan & Company
Creator and Owner

ALL-AMERICAN WINNERS
IN RADIO DAILY'S
1944 CERTIFIED POLL

Commercial Program

INFORMATION PLEASE. Sponsored by H. J. Heinz Co.; Mondays, 9:30-10 p.m., EWT, on NBC network. *Agency*: Maxon, Inc.

☆

Entertainer

BOB HOPE. Sponsored by The Pepsodent Co.; Tuesdays, 10-10:30 p.m., EWT, on NBC network. *Agency*: Foote, Cone & Belding, Inc.

☆

Symphonic Conductor

ARTURO TOSCANINI. Sponsored by General Motors Corp.; Sundays 5-6 p.m. EWT, on NBC. The NBC-General Motors Symphony. *Agency*: Arthur Kudner, Inc.

☆

Dance Band (Sweet)

GUY LOMBARDO. Sponsored by Larus & Brother Co., Inc.; Saturdays, 10-10:30 p.m., EWT, on Blue Network. *Agency*: Warwick & Legler, Inc.

☆

(Dance Band (Swing)

HARRY JAMES. Sponsored by Liggett & Myers Tobacco Co., on CBS network for period in 1944. *Agency*: Newell-Emmett, Inc. (Currently on Danny Kaye program.)

☆

Male Vocalist (Classical)

JOHN CHARLES THOMAS. Sponsored by Westinghouse Electric & Mfg. Co.; Sundays, 2:30-3 p.m., EWT, on NBC network. *Agency*· McCann-Erickson, Inc.

☆

Male Vocalist (Popular)

BING CROSBY. Sponsored by Kraft Cheese Co.; Thursdays, 9-9:30 p.m., EWT, on NBC network. *Agency*: J. Walter Thompson Co.

☆

Feminine Vocalist (Classical)

LILY PONS. Guest appearances during the year on various commercial programs.

☆

Feminine Vocalist (Popular)

DINAH SHORE. Sponsored by General Foods Corp. Thursdays, 8:30-9 p.m., EWT, on NBC network. *Agency*: Young & Rubicam, Inc.

☆

Symphonic Program

N. Y. PHILMARMONIC-SYMPHONY. Sponsored by United States Rubber Co., Sundays 3-4:30 p.m., EWT, on CBS network. *Agency*: Campbell-Ewald Co.

☆

Comedian

BOB HOPE. Sponsored by Pepsodent Co., Tuesdays, 10-10:30 p.m., EWT, on NBC network. *Agency*: Foote, Cone & Belding, Inc.

☆

News Commentator

LOWELL THOMAS. Sponsored by Sun Oil Co.; Monday through Friday, 6:45-7 p.m., EWT, on NBC network. *Agency*: Roche, Williams & Cleary, Inc.

☆

Dramatic Series

LUX RADIO THEATER. Sponsored by Lever Brothers Co.; Mondays 9-10 p.m., EWT, on CBS network. *Agency*: J. Walter Thompson Co.

☆

Dramatic Serial

ONE MAN'S FAMILY. Sponsored by Standard Brands, Inc.; Sundays 8:30-9 p.m., EWT, on NBC network. *Agency*: Kenyon & Eckhardt, Inc.

VOX POP

Parks Johnson and Warren Hull

(SINCE '32)

CBS Network Mondays for

BROMO SELTZER

Address: 8-3 Tuscan Court, Great Neck, N. Y.

ALL-AMERICAN WINNERS
IN RADIO DAILY'S 1944 POLL

Sports Commentator

BILL STERN. Sponsored by Colgate-Palmolive-Peet Co. Fridays, 10:30-10:45 p.m., EWT, on NBC network. *Agency*: Sherman & Marquette, Inc.

☆

Children's Show

LET'S PRETEND. Sponsored by Cream of Wheat Corp.; Saturdays, 11:05-11:30 a.m., EWT, on CBS network. *Agency*: Batten, Barton, Durstine & Osborn, Inc.

☆

Educational Series

AMERICA'S TOWN MEETING. Sponsored by Reader's Digest Association, Inc.; Thursdays, 8:30-9:30 p.m., EWT, on Blue Network. *Agency*: Batten, Barton, Durstine & Osborn, Inc.

☆

Quiz Show

INFORMATION PLEASE. Sponsored by H. J. Heinz Co.; Mondays, 9:30-10 p.m., EWT. *Agency*: Maxon, Inc.

☆

Daytime Variety Show

BREAKFAST CLUB (DON McNEILL). Sponsored by Swift & Co. (Participating program). Mondays through Saturdays, 9-10 a.m., EWT, on Blue Network. *Agency*: J. Walter Thompson Co. for Swift.

☆

Comedienne

JOAN DAVIS. Sponsored by Sealtest Inc. Thursdays, 9:30-10 p.m., EWT, on NBC network. Agency: McKee & Albright, Inc.

☆

Radio Announcer

DON WILSON. Exclusive contract wiht Jack Benny-American Tobacco Co. program; Sundays, 7-7:30 p.m., EWT, on NBC. *Agency*: Ruthrauff & Ryan, Inc.

☆

Woman Commentator

DOROTHY THOMPSON. Sponsored by Trimount Clothing Co.; Sundays, 8:15-8:30 p.m., EWT, on Blue Network, to Dec. 17, 1944. *Agency*: Emil Mogul Co., Inc.

☆

Star Of Tomorrow (Male)

ALAN YOUNG. Sponsored by Bristol-Myers Co.; Tuesdays, 8:30-9 p.m., EWT, on Blue Network. *Agency*: Young & Rubicam, Inc.

☆

Star Of Tomorrow (Female)

JO STAFFORD. Appeared as vocalist during 1944 on Johnny Mercer Song Shop for Liggett & Myers Tobacco Co. on NBC network.

☆

Popular Singing Unit

FRED WARING GLEE CLUB. Sponsored by Owens-Illinois Glass Co.; Thursday, 10-10:30 p.m., EWT, on Blue Network. *Agency*: J. Walter Thompson Co.

☆

Comedy Team

FIBBER McGEE and MOLLY. Sponsored by S. C. Johnson & Son Inc., Tuesdays, 9:30-10 p.m., EWT, on NBC network. *Agency*: Louis, Needham & Brorby, Inc.

☆

Song Of 1944

I'LL WALK ALONE. Published by Mayfair Music Corp. Music by Jule Styne; words by Sammy Cahn. Introduced in the motion picture "Follow the Boys."

☆

Composition Of 1944

HOLIDAY FOR STRINGS. Published by Bregman, Vocco & Conn. Music by David Rose; lyric by Sammy Gallop.

ROY ROGERS

"King of the Cowboys"

Under Contract to
REPUBLIC PICTURES

Exclusive Management
ART RUSH, INC.

Results of Radio Daily's ★ 1944 Certified Poll ★

First five in each of 28 categories is listed below, each representing the exact number of votes taken off 1,051 ballots.

Favorite Commercial Program

Information Please	104
Fibber McGee & Molly	61
Bob Hope Show	55
Kraft Music Hall	47
Edgar Bergen	43

Favorite Symphonic Conductor

Arturo Toscanini	273
Serge Koussevitzky	99
Andre Kostelanetz	61
Leopold Stokowski	50
Artur Rodzinski	38

Favorite Sports Commentator

Bill Stern	265
Ted Husing	145
Red Barber	37
Harry Wismer	24
Stan Lomax	18

Favorite Dramatic Series

Lux Radio Theater	262
Mr. District Attorney	48
One Man's Family	21
Suspense	19
Cavalcade of America (tie)	18
Inner Sanctum (tie)	

Favorite Woman Commentator

Dorothy Thompson	275
Kate Smith	27
Lisa Sergio	20
Mary Margaret McBride	10
Hedda Hopper (tie)	10
Adelaide Hawley (tie)	
Sheila Carter (tie)	

Favorite Daytime Variety Show

Breakfast Club	119
Breakfast at Sardi's	76
Club Matinee	13
Mirth and Madness	8
Glamor Manor	6

Star of Tomorrow (Male)

Alan Young	25
Andy Russell	19
Larry Stevens	16
Dick Haymes	15
Perry Como	14

Favorite Children's Show

Let's Pretend	90
Quiz Kids	63
The Lone Ranger	40
The Children's Hour	20
Superman	18

Favorite Educational Series

America's Town Meeting	97
Chicago Round Table	95
Information Please	46
American School of the Air	30
Cavalcade of America	29

Favorite News Commentator

Lowell Thomas	134
Raymond G. Swing	131
H. V. Kaltenborn	59
Gabriel Heatter	50
Walter Winchell (tie)	47
Fulton Lewis, Jr. (tie)	

Favorite Musical Composition of 1944

Holiday For Strings	63
Shostakovich 8th Symphony	28
Oklahoma	19
Warsaw Concerto	18
Beethoven Festival (tie)	3
Black Brown & Beige (tie)	
Blue Topia (tie)	

Favorite Comedy Team

Fibber McGee & Molly	297
Burns & Allen	145
Abbott & Costello	82
Edgar Bergen-McCarthy	61
Garry Moore & Jimmy Durante	56

Favorite Comedienne

Joan Davis	223
Gracie Allen	156
Fanny Brice	93
Gracie Fields	71
Molly McGee (Marion Jordan)	47

Favorite Song Hit of 1944

I'll Walk Alone	119
I'll Be Seeing You	71
Swinging on a Star	51
Trolley Song	42
Long Ago and Far Away	18

Results of Radio Daily's ★ 1944 Certified Poll ★

Favorite Male Vocalist (Popular)

Bing Crosby	648
Frank Sinatra	49
Frank Munn	24
Kenny Baker	18
Nelson Eddy	13

Favorite Popular Singing Unit

Fred Waring Glee Club	96
Ink Spots	92
Hour Charm Choir	54
Andrews Sisters	52
The King's Men	37

Favorite Dance Band (Sweet)

Guy Lombardo	288
Sammy Kaye	56
Fred Waring	55
Tommy Dorsey	43
Wayne King	31

Favorite Radio Announcer

Don Wilson	111
Milton Cross	98
Bill Goodwin / Harry Von Zell (tie)	60
Ben Grauer	54

Favorite Entertainer

Bob Hope	268
Bing Crosby	95
Jack Benny	94
Edgar Bergen	93
Fred Allen	61

Favorite Dramatic Serial

One Man's Family	76
The Aldrich Family	28
I Love a Mystery	23
Those We Love	18
Mr. District Attorney / Life Can Be Beautiful (tie)	7

Favorite Dance Band (Swing)

Harry James	135
Tommy Dorsey	86
Benny Goodman	51
Kay Kyser	48
Duke Ellington	40

Favorite Quiz Show

Information Please	440
Take It or Leave It	152
The Quiz Kids	104
Dr. I. Q.	68
Truth or Consequences	30

Favorite Male Vocalist (Classical)

John Charles Thomas	225
Richard Crooks	113
Nelson Eddy	108
James Melton	98
Lauritz Melchior	49

Favorite Comedian

Bob Hope	385
Jack Benny	125
Fred Allen	118
Edgar Bergen	62
Ed Gardner	52

Favorite Feminine Vocalist (Classical)

Lily Pons	217
Gladys Swarthout	120
Marian Anderson	93
Jessica Dragonette	43
Jeannette MacDonald	31

Favorite Symphonic Program

New York Philharmonic Symphony	320
NBC Symphony of the Air	150
Boston Symphony	123
Philadelphia Orchestra	28
Coca-Cola Show (Kostelanetz)	23

Favorite Feminine Vocalist (Popular)

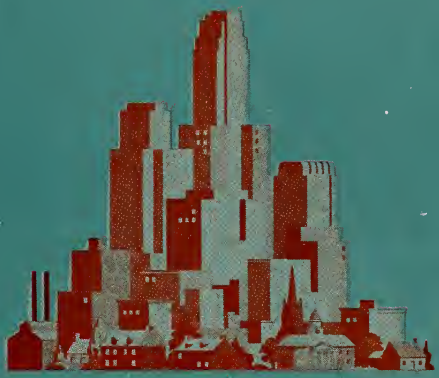
Dinah Shore	256
Kate Smith	76
Ginny Simms	61
Frances Langford	47
Hildegarde	38

Stars of Tomorrow (Female)

Jo Stafford	10
Gloria Scott	8
Joan Brooks / Patrice Munsel (tie)	7
Georgia Gibbs / Joan Davis (tie)	5

★ ★ ★ ★ ★ ★ ★ ★

Nighttime listening in 1077 cities



THE FIRST OF A SERIES OF REPORTS from NBC's 1944 Nation-wide Survey of Listening Habits is just completed. It contains details as to how the people in 1077 cities . . . all the U. S. cities of 10,000 population and over . . . responded when they were asked "To which station do you listen MOST . . . at night, after 6:00 P.M."

These pages give you the highlights. For complete information, write for the NBC book—"1077 Cities . . . and How They Listen at Night."

In 1077 cities

being all those in the United States having populations of 10,000 or more—and accounting for 16,000,000 radio families, or 56% of the nation's total

NBC leads the next network

in "Listened to Most" at night

by 128%

57% of the Radio Families "Listen Most" to **NBC**

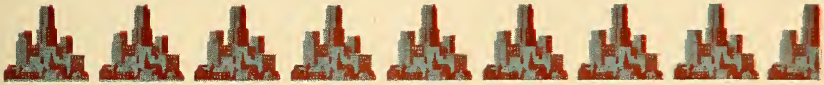
25% of the Radio Families "Listen Most" to Network B

6% of the Radio Families "Listen Most" to Network C

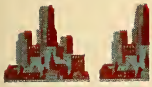
9% of the Radio Families "Listen Most" to Network D

...summing up by cities

NBC leads by nearly 6 to 1



In 860 cities **NBC** leads all other Networks (total radio families 14,576,813)



In 154 cities Network B leads all other Networks (total radio families 1,254,996)

In 32 cities Network C leads all other Networks (total radio families 149,949)

In 14 cities Network D leads all other Networks (total radio families 50,158)

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

HOW RADIO FIGHTS FOR VICTORY

By John Salt
North American Director of the BBC

THE end of 1944 seems an excellent time to review the accomplishments of the BBC's European Service, which is the special radio service created at the time of the Munich crisis. As Radio Daily's Annual for 1945, goes to press, many of the countries occupied by the Nazis have been liberated. Amazing stories of the tremendous importance of BBC's European Service may now be revealed. Innumerable sacrifices were required on the part of the hundreds of radio technicians, producers, newsmen and broadcasters to keep the European Service going from England which has been at the front lines of the war.

We do not consider that this story belongs to the BBC alone. It is something in which all freedom loving people throughout the world may take pride.

Maximum Resources

It is true that it was the BBC that organized its maximum resources and energies to the task of keeping alive the will to resist and hope for liberation in the countries overrun by the Nazis,—But this is as it should be. If the war against the enemy were being fought near the United States it would have been the great American radio organizations that would have rolled up their sleeves and said: "This job comes first" as we did at Broadcasting House in 1939.

Fan mail is usually considered by American broadcasters to be a good gauge of listening habits. What then would you think of a program pulling more than 4,000 letters a month! And what would you think if your letter writers were risking jail and possible death by listening to your programs of writing letters!

From France alone the BBC's European Service has received an average of 4,000 letters monthly. But these, and thousands of other letters from Belgium, Holland, Czechoslavakia, Poland and even from within Germany, have been more than letters of appreciation. They have been a barometer by which to ascertain who is listening. From these letters have come invaluable information as to potential strength of the Patriot forces in the various countries.

BBC's European Service first began with about a half an hour a day i French, German and Italian, sandwiched into the Home Service. At the outbreak of the war six more languages were added. By April of 1944 the BBC was broadcasting 50 hours daily in 24 languages to millions who were listening secretly at the risk of death.

It was a few weeks before D-Day that ABSIE began to operate. This has resulted in the closest collaboration between the BBC and the OWI in technical and other fields.

In preparation for D-Day the first instructions to the people of Europe came from BBC's European Service and ABSIE.

It was in 1944 that Jacques Duchesne returned to his beloved France. He had escaped from occupied France to start with his patriots the program "Les Francais Parlent Au Francais," over the BBC. When he stepped onto French soil he was greeted as a hero. All Frenchmen knew his voice,—It was the voice of Freedom. Said Duchesne to his countrymen, "Above all, we thank the BBC because they knew not only how to respect our freedom but also how to organize it."

The "V" Campaign

All Americans know of the power of the "V" campaign. But not all know of the origin of this momentous drive that united millions throughout the world into one mighty voice shouting "V For Victory." It was in BBCs European Service that Victor Delavelaye, Belgium's Minister of Education, conceived the "V" program. Recently Delavelaye said to his compatriots, "You are free and have no more need of the voice that reached from the BBC in London and which gave you the reasons for hope."

And in December Jean Guignebert, Director General of Radio Diffusion Francaise visited London where he said, "The whole of France was dependent on transmission from the BBC. The enormous majority got from them faith, hope and the certainty of victory. The salvation of an entire people is the most sensational of exploits to radio's credit."

A Study in Figures . . .

99% of the dollar volume in the industry is represented by BMI licensees . . .

972* commercial licensees in the United States and Canada . . . embracing all the major networks and the important FM and Shortwave broadcasters

600* music publishers, affiliated with BMI, are creating many of the nation's top song hits consistently . . . and BMI has the exclusive performing rights to nearly a million titles of these publishers as well as of the performing rights societies of Argentina, Brazil, Chile, Cuba, Mexico and Uruguay

700,000 titles are listed as available for use in the latest BMI catalogue . . . music which ranges from the venerable classics to the newest in boogie-woogie

30,000 phonograph records performable under the BMI license . . . and thousands more available in the libraries of the electrical transcription companies

*As of February 1, 1945.

BROADCAST MUSIC, INC.

Los Angeles New York Chicago

. . . As BMI Blankets the Industry with Blanket Licenses

EXTRA SERVICES extended to BMI-affiliated stations . . .

COPYRIGHT RESEARCH SERVICE—up-to-the-minute information on music clearances, a complete basic catalogue, and regular supplements of BMI-licensed music

BMI FIELD-MEN—trained to aid the station manager, they visit member stations regularly

CONTINUITY SCRIPTS—that build salable programs

DISC DATA—valuable source of available records by outstanding performers and kept up to date always

BMI MUSIC MEMO—weekly informational bulletin for users of phonograph records and transcriptions

PHONOGRAPH RECORDS—of current releases provided to member stations when available

MUSIC DISTRIBUTION—music of every type published by BMI and affiliated publishers is mailed to stations periodically

BMI PIN-UP SHEET—a monthly guide to the leading current popular tunes

NEWSLETTER—issued monthly to keep radio men abreast of musical events

PROGRAM SUGGESTIONS—of timely music for seasonal occasions

SPECIAL PROMOTIONS—unusual and appropriate events often in the form of transcribed programs

Advertising agencies and transcription companies which check their spot campaigns against our list of licensees find their clearance problems eliminated by the use of BMI Music on BMI Stations.

BROADCAST MUSIC, INC.

Los Angeles New York Chicago

IMPORTANT RADIO Telephone Numbers in NEW YORK

Radio Stations

WAAT (N. Y. Office) ..... REctor 2-5878
WABC ..... WIckersham 2-2000
WBBR ..... MAin 4-9735
WBNX ..... MEtrose 5-0333
WBYN ..... MUrray Hill 2-7760
WCAU (N. Y. Office) ..... WIckersham 2-2000
WCAF ..... CIrcle 7-8300
WEVD ..... BRyant 9-2360
WGN (N. Y. Office) ..... MUrray Hill 2-3053
WHN ..... BRyant 9-7800
WHOM ..... PLaza 3-4204
WIBX (N. Y. Office) ..... MUrray Hill 2-8228
WINS ..... BRyant 9-6000
WJZ ..... CIrcle 7-5700
WLIB ..... INgersol 2-1300
WLW ..... CIrcle 6-1750
WMCA ..... CIrcle 6-2200
WNBF (N. Y. Office) ..... MUrray Hill 2-5767
WNEW ..... PLaza 3-3300
WNYC ..... WOrth 2-5600
WOR ..... PEnnsylvania 6-8600
WOV ..... CIrcle 5-7979
WPAT (N. Y. Office) ..... PEnnsylvania 6-2945
WQXR ..... CIrcle 5-5566
WRUL (N. Y. Office) ..... PLaza 8-1085
WWRL ..... NEwtown 9-3300

National Networks

Blue Network Co. ..... CIrcle 7-5700
Columbia Broadcasting System ..... WIckersham 2-2000
Keystone Broadcasting System ..... LOngacre 3-2221
Mutual Broadcasting System ..... PEnnsylvania 6-9600
National Broadcasting Co. ..... CIrcle 7-8300

Station Representatives

Adam Young, Inc. ..... LOngacre 3-1926
John Blair & Co. ..... MUrray Hill 9-6084
Blue Network Co. ..... CIrcle 7-5700
The Branham Co. ..... MUrray Hill 6-1860
British Broadcasting Corp. ..... CIrcle 7-0656
Burn-Smith Co. ..... MUrray Hill 2-3124
Capper Publications, Inc. ..... MOhawk 4-3280
The Foreman Co. ..... ELdorado 5-0174
Forjoe & Co. ..... VAnderbilt 6-5080
Free & Peters, Inc. ..... PLaza 5-4130
Headley-Reed Co. ..... MUrray Hill 3-5469
George P. Hollingberry Co. ..... MUrray Hill 3-9447
The Katz Agency ..... WIsconsin 7-8620
Joseph Hershey McGillvra ..... MUrray Hill 2-8755
J. P. McKinney ..... CIrcle 7-1178
National Broadcasting Co. ..... CIrcle 7-8300
John H. Perry Associates ..... Murray Hill 4-1647
Edward Petry & Co. ..... MUrray Hill 2-4400
Pan American Broadcasting Co. ..... MUrray Hill 2-0810
John E. Pearson ..... PLaza 8-2255
Juan Piza ..... ELdorado 5-6788
Radio Advertising Corp. ..... MUrray Hill 2-2170
Radio Sales ..... WIckersham 2-2000
William G. Rambeau Co. ..... LExington 2-1820
Paul H. Raymer Co. ..... MUrray Hill 2-8689
R H C Cadena Azul ..... WIsconsin 7-1166
Sears & Ayer ..... LExington 2-0772
Spot Sales, Inc. ..... ELdorado 5-5040
Viola, J. Franklyn ..... CHickering 4-3254
The Walker Co. ..... MUrray Hill 2-7986
Weed & Co. ..... VAnderbilt 6-4542
Howard A. Wilson Co. ..... MUrray Hill 6-1230
Wood, Helen ..... MUrray Hill 2-8228

Advertising Agencies

N. W. Ayer & Son, Inc. ..... CIrcle 6-0200
Badger & Browning & Hersey ..... CIrcle 7-3719
Ted Bates, Inc. ..... CIrcle 6-9700
Batten, Barton, Durstine & Osborn, Inc. ..... ELdorado 5-5800
Benton & Bowles, Inc. ..... WIckersham 2-0400
Bermingham, Castleman & Pierce, Inc. ..... LExington 2-7550
The Biow Co., Inc. ..... CIrcle 6-9300
Brooke, Smith, French & Dorrance, Inc. ..... MUrray Hill 6-1800
Franklin Bruck Advertising Corp. ..... CIrcle 7-7661
Buchanan & Co. ..... MEdallion 3-3380
Campbell-Ewald Co. of N. Y. ..... CIrcle 7-6383
Calkins & Holden ..... WIckersham 2-6900
Cecil & Presbrey, Inc. ..... WIckersham 2-8200
Compton Advertising Inc. ..... CIrcle 6-2800
Dancer-Fitzgerald-Sample ..... WIckersham 2-4200
D'Arcy Advertising Co. ..... PLaza 8-2600
Doherty, Clifford & Shenfield, Inc. ..... BRyant 9-3140
Sherman K. Ellis & Co. ..... PLaza 5-7711
Erwin, Wasey & Co. ..... MOhawk 4-8700
William Esty & Co. ..... CAledonia 5-1900
Federal Advertising Agency, Inc. ..... ELdorado 5-6400
Foote, Cone & Belding ..... WIckersham 2-6600
Fuller & Smith & Ross, Inc. ..... MUrray Hill 6-5600
Gardner Advertising Co. ..... COlumbus 5-2000
Geyer, Cornell & Newell, Inc. ..... WIckersham 2-5400
Grant Advertising, Inc. ..... CIrcle 5-7870
Lawrence C. Gumbinner Adv. Agcy. ..... MUrray Hill 2-5680
M. H. Hackett, Inc. ..... CIrcle 6-1950
Hill Advertising Agency ..... PLaza 3-7800
Charles W. Hoyt Co., Inc. ..... MUrray Hill 2-0850
Ivey & Ellington, Inc. ..... MUrray Hill 2-5204
H. W. Kastor & Sons Advertising Co. ..... COlumbus 5-6135
Joseph Katz Co. ..... WIckersham 2-2740
Kenyon & Eckhardt, Inc. ..... PLaza 3-0700
H. M. Kiesewetter Advertising Agency, Inc. ..... LExington 2-0025
Abbott Kimball Co., Inc. ..... PLaza 3-9600
Knox Reeves, Advertising, Inc. ..... MUrray Hill 4-3982
Arthur Kudner, Inc. ..... CIrcle 6-3200
Lennen & Mitchell, Inc. ..... MUrray Hill 2-9170
Marschalk & Pratt, Inc. ..... VAnderbilt 6-2022
J. M. Mathes, Inc. ..... LExington 2-7450
Maxon, Inc. ..... ELdorado 5-2930
McCann-Erickson, Inc. ..... CIrcle 5-7000
McKee & Albright ..... COlumbus 5-2058
Emil Mogul Co., Inc. ..... COlumbus 5-2482
C. L. Miller Co. ..... MUrray Hill 2-1010
Morse International, Inc. ..... LExington 2-6727
Newell-Emmett Co., Inc. ..... AShland 4-4900
Hixon O'Donell Adv. Agency ..... CIrcle 5-6590
Paris & Peart ..... CAledonia 5-9840
Peck Advertising Agency ..... PLaza 3-0900
Pedlar & Ryan & Lusk, Inc. ..... PLaza 5-1500
Arthur Rosenberg Co. ..... CHickering 4-4420
Ruthrauff & Ryan, Inc. ..... MUrray Hill 5-6400
Redfield-Johnstone, Inc. ..... PLaza 3-6120
Sherman & Marquette, Inc. ..... CIrcle 6-1550
Raymond Spector Co., Inc. ..... ELdorado 5-1270
Kayton Spiero Co., Inc. ..... LOngacre 5-5090
Street & Finney ..... BRyant 9-2400
J. D. Tarcher Co. ..... CIrcle 6-2626
Weiss & Geller, Inc. ..... PLaza 3-4070
J. Walter Thompson Co. ..... MOhawk 4-7700
Warwick & Legler ..... MUrray Hill 6-8585
Ward Wheelock Co. ..... PLaza 3-7120
Wm. H. Weintraub & Co. ..... CIrcle 7-4282
Young & Rubicam, Inc. ..... AShland 4-8400

Publications

Advertising Age ..... BRyant 9-6431
Advertising & Selling ..... CAledonia 5-9770

The Billboard ..... MEdallion 3-1615
Broadcasting ..... PLaza 5-8355
Metronome ..... CIrcle 7-4500
Printers' Ink ..... MUrray Hill 3-6500
Radio Advertising (Rates and Data) ..... LExington 2-6611
Radio Craft ..... REctor 2-9690
RADIO DAILY ..... WIsconsin 7-6336

Radio Retailing—Today ..... PLaza 3-1340
Radio & Television Weekly ..... WAlker 5-2576
Sales Management ..... MOhawk 4-1760
Standard Advertising Register ..... MEdallion 3-5850
Televisor, The ..... LOngacre 5-1683
Television ..... WAtkins 9-7510
Tide ..... AShland 4-3390
Tune-In ..... CIrcle 5-8425
Variety ..... BRyant 9-8153

News Agencies and Associations

Associated Press ..... CIrcle 6-4111
International News Service ..... MUrray Hill 2-0131
Press Association, Inc. ..... CIrcle 7-7363
Radio News Association ..... MUrray Hill 2-8198
Reuters ..... CIrcle 6-3960
Transradio Press Service, Inc. ..... MUrray Hill 2-4185
United Press ..... MUrray Hill 2-0400

Talent Agencies

James Appell ..... PLaza 3-7840
Batchelor Enterprises, Inc. ..... CIrcle 6-4224
Columbia Concerts Corp. ..... CIrcle 7-6900
Consolidated Radio Artists, Inc. ..... COlumbus 5-3580
Frank Cooper ..... VAnderbilt 6-5661
Wallace Downey, Inc. ..... CIrcle 6-6646
Evans & Salter ..... CIrcle 7-6900
Fanchon & Marco ..... CHickering 4-3956
Frederick Bros. Artists Corp. ..... CIrcle 6-2144
Moe Gale ..... LOngacre 3-0350
General Amusement Corp. ..... CIrcle 7-7543
William Gernannt ..... VAnderbilt 6-1750
Spencer Hare ..... MUrray Hill 2-0523
Hesse & McCaffrey ..... ELdorado 5-1076
Estella Karn ..... VAnderbilt 6-3860
Bob Kerr ..... COlumbus 5-8051
Mark Leddy ..... BRyant 9-1631
Ben B. Lipset, Inc. ..... CHickering 4-2466
A. & S. Lyons, Inc. ..... PLaza 3-5181
Management Corp. of America ..... WIckersham 2-8900
A. T. Michaud ..... CIrcle 7-4064
Mills Artists, Inc. ..... CIrcle 6-1566
William Morris Agency, Inc. ..... CIrcle 7-2160
Music Corporation of America ..... WIckersham 2-8900
National Concert & Artists Corp. ..... PLaza 3-0820
James Peppe ..... PLaza 3-2636
Myron Selznick Co. of N. Y. ..... CIrcle 7-6200
Stix, Thos. L. ..... CIrcle 7-2690
Roy Wilson (Wilson, Powell & Hayward) ..... PLaza 9-4961
Stan Zucker ..... PLaza 3-0163

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co. ..... BRyant 9-1176
Advertisers Recording Service ..... CIrcle 6-0141
Air Features, Inc. ..... WIckersham 2-2700
American Institute of Food Products ..... PLaza 3-7146
Arts Recording Studios & Recording Co. ..... PLaza 8-0407
Asch Recording Studios ..... BRyant 9-3137
Associated Music Publishers, Inc. ..... BRyant 9-0345
Associated Radio & Television Prods. ..... LOngacre 5-3710
Audio-Scriptions, Inc. ..... CIrcle 7-7690
Basch Radio Productions ..... MUrray Hill 2-8877
Broadcasting Program Service ..... BRyant 9-4324
Ted Collins ..... CIrcle 7-0094
Columbia Recording Corp. ..... CIrcle 5-7300
Decca Records, Inc. ..... COlumbus 5-2300
Federal Transcribed Programs, Inc. ..... CAledonia 5-7530
Allen A. Funt Radio Productions ..... MUrray Hill 4-6148
Wm. Gernannt ..... VAnderbilt 6-1750
H. S. Goodman ..... WIckersham 2-3338
Kent-Johnson, Inc. ..... PLaza 3-7246
Kermit-Raymond Corp. ..... ELdorado 5-5511
Lang-Worth Feature Programs ..... CIrcle 6-7410
Phillips H. Lord, Inc. ..... WIckersham 2-2211
Management Corp. of America ..... WIckersham 2-8900
Charles Michelson ..... MUrray Hill 2-3376
Miller Broadcasting System, Inc. ..... CIrcle 6-0141
C. D. Morris Associates ..... PLaza 3-4144
Muzak Transcriptions, Inc. ..... BRyant 9-1246
NBC Radio-Recording Division ..... CIrcle 7-5700
Tr7-8916
Lilian Okun, Inc. ..... TRafalgar 7-8196
Donald Peterson ..... WIsconsin 7-0069
Radio Events, Inc. ..... MUrray Hill 6-3487
RCA Manufacturing Co. ..... AShland 4-7605
Reeves Sound Studios ..... CIrcle 6-6686
Rockhill Radio Productions ..... ELdorado 5-1860
Bernard L. Schubert, Inc. ..... PLaza 3-4670
Henry Souvaine, Inc. ..... CIrcle 7-5666
Standard Radio ..... BRyant 9-4324
Transamerican Broadcasting & Television Corp. ..... PLaza 5-9800
Transcribed Radio Shows, Inc. ..... LOngacre 5-3440
Tyro Productions ..... COlumbus 5-3737
Thomas Valentino ..... CIrcle 6-4675
Victor Recording Laboratory ..... MUrray Hill 4-6200
Roger White ..... MUrray Hill 2-0295
Wolf Associates ..... PLaza 5-7620
World Broadcasting System ..... WIckersham 2-2100
F. W. Ziv, Inc. ..... PLaza 3-9612

Organizations, Unions and Government Agencies

Actors' Equity ..... BRyant 9-3550
Advertising Club ..... CAledonia 5-1810
Advertising Federation of America ..... BRyant 9-0430
AAAA ..... LExington 2-7980
American Communications Assn. ..... COrtlandt 7-3947
American Federation of Musicians ..... PLaza 8-0600
American Federation of Radio Artists ..... VAnderbilt 6-1810
Army U. S., Information Service ..... WOrth 2-1882
ASCAP ..... COlumbus 5-7464
American Television Society ..... CAledonia 5-7430
ANA ..... MUrray Hill 5-9167
Broadcast Music, Inc. ..... PEnnsylvania 6-5466
Coordinator of Inter-American Affairs ..... PLaza 5-3939
Federal Communications Comm. ..... CAnal 6-4000
Federal Trade Commission ..... WHitehall 3-8000
Institute of Radio Engineers ..... MEdallion 3-5661
Music Publishers' Protective Association ..... CIrcle 6-3084
NAB—New York City ..... MUrray Hill 2-1963
NAPA ..... CIrcle 7-8194
National Labor Relations Board ..... HAnover 2-4174
National War Labor Board ..... MUrray Hill 2-5820
OWI Domestic Radio Bureau ..... MUrray Hill 3-6800
OWI Overseas ..... CIrcle 6-4400
Professional Music Men, Inc. ..... COlumbus 5-7362
Radio Writers Guild ..... MUrray Hill 5-6930
SESAC ..... MUrray Hill 3-5365
Song Writers' Protective Association ..... COlumbus 5-3758
Television Broadcasters Ass'n, Inc. ..... LAckawanna 4-4788
U. S. Navy, Radio Section ..... BRyant 9-1710
War Manpower Comm. ..... CHickering 4-8800
Women's National Radio Committee ..... CIrcle 7-4108
Writers' War Board ..... MUrray Hill 3-6800

Hotels

Algonquin ..... MUrray Hill 2-0100
Ambassador ..... WIckersham 2-1000
Astor ..... CIrcle 6-6000
Biltmore ..... MUrray Hill 9-7920
Commodore ..... MUrray Hill 6-6000
Edison ..... CIrcle 6-5000
Lincoln ..... CIrcle 6-4500
Lombardy ..... PLaza 3-8600
New Yorker ..... MEdallion 3-1000
New Weston ..... PLaza 3-4800
Park Central ..... CIrcle 7-8000
Pennsylvania ..... PEnnsylvania 6-5000
Plaza ..... PLaza 3-1740
Ritz Carlton ..... PLaza 3-4600
Ritz Tower ..... WIckersham 2-5000
Roosevelt ..... MUrray Hill 6-9200
St. Moritz ..... WIckersham 2-5800
St. Regis ..... PLaza 3-4500
Savoy Plaza ..... VOlunteer 5-2600
Sherry Netherland ..... VOlunteer 5-2800
Vanderbilt ..... AShland 4-4000
Waldorf-Astoria ..... ELdorado 5-3000
Warwick ..... CIrcle 7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES

Radio Stations

KECA ..... FAirfax 2121
KFAC ..... FItzroy 1231
KFI ..... FAirfax 2121
KFOX ..... MUtual 2510
KFVD ..... DRexel 2391
KFWB ..... HEmpstead 5151
KGER ..... MAdison 2551
KGFJ ..... PRospect 2434
KHJ ..... HOllywood 8111
KIEV ..... HOllywood 5341
KMPC ..... CHapman 5-2388
KMTR ..... HIllside 1161
KNX ..... HOllywood 1212
KPAS (Pasadena) ..... RYan 1-6991
KRKD ..... TUcker 7111
KWKW (Pasadena) ..... RYan 1-6744
XEMO-XERB (L. A. Office) ..... PRospect 9136

Networks

Blue Network Co. ..... HIllside 8231
Columbia Broadcasting System ..... HOllywood 1212
Between 10 P.M. and 8:30 A.M. ..... HOllywood 7052
Don Lee Broadcasting System ..... HOllywood 8111
Inter-California Broadcasting System ..... MUtual 2759
Keystone Broadcasting System ..... HOllywood 5338
L. A. Broadcasting Co. ..... FItzroy 1231
Mutual Broadcasting System ..... HOllywood 8111
National Broadcasting Co. ..... HOllywood 6161

Station Representatives

Associated Recorded Program Service ..... HOllywood 8318
Walter Biddick Co. ..... RIchmond 6184
John Blair & Co. ..... PRospect 3584
Howard C. Brown & Co. ..... HOllywood 6045
Free & Peters ..... GRanite 3615
W. S. Grant Co. ..... VAn Dyke 6341
Homer Griffith Co. ..... GRanite 6113
Katz Agency, Inc. ..... TUcker 3219
Joseph Hershey McGillvra ..... MIchigan 0921
Edw. Petry & Co. ..... MIchigan 8729
Ralph L. Power ..... MAdison 5617
Radio Advertising Corp. ..... VAn Dyke 1901
Radio Sales ..... HOllywood 1212
Wm. Rambeau & Co. ..... GRanite 3636
Paul H. Raymer Co. ..... VAn Dyke 1901
Spot Sales, Inc. ..... HOllywood 8318
Howard H. Wilson Co. ..... GRanite 6113

Advertising Agencies

Alber R. H. Company ..... PRospect 3331
Allied Advertising Agencies, Inc. ..... DRexel 7331
E. Emmett Atkinson (Pasadena) ..... RYan 1-6586
N. W. Ayer & Son, Inc. ..... HOllywood 5131
Batten, Barton, Durstine & Osborn ..... HOllywood 7337
Benton & Bowles Inc. ..... HIllside 9151
The Biow Co. ..... HEmpstead 2377
Dancer-Fitzgerald-Sample ..... HEmpstead 0716
Botsford, Constantine & Gardner ..... MIchigan 1427
Brisacher, Van Norden & Staff ..... PRospect 9368
Buchanan & Company, Inc. ..... MUtual 6316
Bert Butterworth, Agency ..... HOllywood 7263
Campbell-Ewald ..... RIchmond 6204
The Caples Co. ..... MUtual 4143
Coast Advertising Associates ..... BRadshaw 2-4167
Compton Agency ..... HOllywood 8301
Erwin, Wasey & Company ..... PRospect 5317
Foote, Cone & Belding ..... MIchigan 7651
Foote, Cone & Belding (Hollywood) ..... HOllywood 6265
Garfield & Guild ..... TRinity 3832
Glasser-Gailey & Co. ..... FItzroy 2141
Hillman-Shane-Breyer, Inc. ..... VAn Dyke 5111
Hixson-O'Donnell Advertising ..... MUtual 8331
Jaffe & Jaffe ..... FItzroy 3104
W. C. Jeffries Co. ..... WAlnut 8824
Lockwood-Shackelford ..... TRinity 9801
The Mayers Co. ..... PRospect 0101
McCann-Erickson Inc. ..... HIllside 8268
McCarty Co. ..... PRospect 9132
McKee & Albright, Inc. ..... HOllywood 8363
Miner, Dan B. ..... RIchmond 3101
Morgan, Raymond R. Co. ..... HEmpstead 4194
Needham, Louis & Brorby ..... GRanite 7186
Pacific Coast Advertising ..... RIchmond 6333
Radio Program Agency ..... BRadshaw 2-3530
Radio Sales ..... HOllywood 1212
Elwood J. Robinson Adv. Agy. ..... MUtual 1142
Ruthrauff & Ryan Inc. ..... HIllside 7593
Scholts Advertising Service ..... MIchigan 2396
Russel M. Seeds Co. ..... GRanite 4185
Smith & Bull ..... HEmpstead 5671
Barton A. Stebbins Advertising Agency ..... TRinity 8821
Sudler Culbreth Co. ..... TRinity 0709
Thompson, J. Walter Co. ..... HIllside 7241
R. W. Webster ..... TRinity 2153
Ward Wheelock Co. ..... HIllside 0191
Warwick-Legler ..... HEmpstead 8163
Weinberg, Milton, Advertising Co. ..... TUcker 4111
William H. Weintraub & Co. ..... GRanite 1631
Young & Rubicam, Inc. ..... HOllywood 2734

Program Producers and Transcription and Recording Companies

Abbott & Costello Radio Program ..... BRadshaw 2-3205
Adver-Disk Co. ..... HEmpstead 6879
Air-Check Co. ..... GLadstone 2189
All Star Radio Prods. ..... GRanite 4975
Allied Record Mfg. Co. ..... HOllywood 5107
American Junior G-Man Club, Captain Jack's GRanite 9436
Associated Recorders ..... HOllywood 0781
Associated Studios Broadcast & Recording HIllside 0191
Audio Pictures ..... BRadshaw 2-1445
Walter Biddick Co. ..... RIchmond 6184
Blue Network ..... HIllside 8231
Cinesound ..... GLadstone 9158
Columbia Recording Corp. ..... GRanite 4134
Columbia Pacific Network ..... HOllywood 1212
Continental Radio Productions ..... HEmpstead 8171
Cruger Radio Productions ..... HEmpstead 8254
Patrick Michael Cunning ..... HIllside 5915
Decca Recording Division ..... HOllywood 5191
Eccles Disc Recordings ..... HIllside 8351
Electro Recording ..... CHapman 5-3283
Electro-Vox Recording Studios ..... GLadstone 2189
Elliott Fisher ..... GLadstone 6239
Edw. Forman ..... HEmostead 7648
Martin A. Gosch ..... BRadshaw 2-3205
Charlotte Greenwood Show ..... HEmpstead 6232
Hispano Broadcasting Co. ..... MIchigan 4433
Hollywood Music Recording Studios ..... HEmpstead 5407
Hollywood Recorders ..... GLadstone 1707
International Artists, Inc. ..... HOllywood 9718
International Recording Studio ..... HOllywood 7391
Johnson-Ayres ..... HEmpstead 8171
Sam Kerner, Inc. ..... HEmpstead 1813
Keystone Broadcasting System, Inc. ..... HOllywood 5338
Kennet Long ..... HIllside 0191
C. P. MacGregor ..... FItzroy 4191
Haven MacQuarrie ..... CRestview 6-7162
Mitchel & West ..... GRanite 7270

Mutual Recording.....MUtual 6872
Raymond R. Morgan Co. .....HEmpstead 4194
Music City Glenn Wallichs.....HOllywood 8211
NBC Radio-Recording Division.....HOllywood 6161
Jack Parker.....GRanite 7584
Ralph L. Power.....MAdison 5617
B. D. Prager.....GLadstone 5013
Radio Features .....HEmpstead 0723
Radio News Reel.....HOllywood 9230
Radio Producers of Hollywood.....HOllywood 6506
Radio Recorders, Inc. .....HOllywood 3917
James L. Saphier.....HOllywood 7211
Radio Transcriptions Co. of America..HOllywood 6928
RCA Manufacturing Co. .....HIllside 5171
Rec-Art Studios .....PRospect 9232
Sound Workshop.....BRadshaw 2-1233
Stage No. 8.....HIllside 5915
Standard Radio, Inc. .....HIllside 0188
Telefilm, Inc. .....GLadstone 5748
Voice of Prophecy, Inc.....CHapman 5-2349
World Broadcasting System.....HOllywood 6321

Radio Artists Agencies

American Federation of Radio Artists...HIllside 5121
Berg-Allenberg .....CRestview 6-3131
Myrt Blum Associates.....CRestview 6-7071
Consolidated Radio Service.....GLadstone 1929
Everett N. Crosby, Ltd.....CRestview 1-1171
Ken Dolan & Co.....CRestview 1-9185
Margaret Ettinger .....HIllside 2141
Feldman-Blum .....CRestview 1-5222
Tom Fizdale, Inc.....HOllywood 7363
Earle Ferris Associates.....HOllywood 7111
George Frank, Inc.....HIllside 3188
General Amusement Corp.....CRestview 1-8101
Nat Goldstone.....CRestview 6-1071
George Gruskin.....CRestview 1-6161
Mitchell Hamilburg.....BRighton 0-4546
Hayward-Deverich, Inc.....CRestview 1-5151
M. C. Levee.....GLadstone 3115
A. & S. Lyons, Inc.....CRestview 1-6131
Morris Agency, William.....CRestview 1-6161
MCA Artists, Ltd.....Crestview 6-2001
National Concert & Artists Corp...CRestview 1-7121
Orsatti Agcy .....CRestview 6-1008
Art Rush .....CRestview 1-2165
Salkow Agcy. .....CRestview 1-9134
James Saphier .....HOllywood 7211
Myron Selznick & Co., Inc.....CRestview 1-9171
Edward Sherman Agcy.....CRestview 5-0186

Publications

Broadcasting & Broadcast Advertising .....GLadstone 7353
RADIO DAILY.....GRanite 6607
Radio Life .....HEmpstead 2025
Variety .....Hollywood 1141

Air Lines

American Airlines.....TUcker 2471
Pan American Airways.....MIchigan 2121
TWA .....MIchigan 8881
United Air Lines.....MAdison 1212
Western Air Lines.....TUcker 1551

Sport Arenas

American Legion (Stadium-Hollywood) .....HOllywood 2951
Los Angeles Coliseum .....Richmond 6391
Gilmore Stadium .....WHitney 1163

Railway Terminals

Santa Fe .....MUtual 0111
Southern Pacific .....MIchigan 6161
Union Pacific .....TRinity 9211

Hotels

Ambassador Hotel .....DRexel 7011
Beverly Hills Hotel.....CRestview 1-8131
Beverly-Wilshire Hotel.....CRestview 6-7111
Biltmore Hotel .....MIchigan 1011
Christie Hotel .....HOllywood 2241
Garden of Allah Hotel.....HOllywood 3581
Hollywood Hotel .....HEmpstead 4181
Hollywood Knickerbocker .....GLadstone 8171
Hollywood Plaza Hotel .....GLadstone 1131
Ravenswood Apt. Hotel.....HOllywood 5391
Roosevelt Hotel .....HOllywood 2442
The Town House .....EXposition 1234

IMPORTANT RADIO AND GOVERNMENT TELEPHONE NUMBERS IN

Washington, D. C.

Federal Departments and Agencies

White House .....NAtional 1414
State Department.....REpublic 5600
Treasury Department.....EXecutive 6400
War Department.....REpublic 6700
Justice Department.....REpublic 8200
Post Office Department .....DIstrict 5360
Navy Department.....REpublic 7400
Interior Department (Office of Education).....REpublic 1820
Agriculture Department .....REpublic 4142
Commerce Department .....DIstrict 2200
Labor Department.....EXecutive 2420
Federal Trade Commission.....EXecutive 6800
FEDERAL COMMUNCATIONS COMMISSION .....EXecutive 3620
Selective Service Board.....REpublic 5500
War Manpower Commission.....EXecutive 4660
War Production Board.....REpublic 7500
War Labor Board.....REpublic 7500
War Savings Staff, Radio Section.....EXecutive 6400
Foreign Economic Administration.....EXecutive 7030
Securities & Exchange Commission.....DIstrict 3633
National Labor Relations Board.....NAtional 9716
Wage & Hour Administration.....EXecutive 2420
Social Security Board.....EXecutive 6500
Supreme Court of the U.S.....EXecutive 1640
D. C. Court of Appeals.....REpublic 3811
Coordinator of Inter-American Affairs..REpublic 7500
U. S. District Court (for D. C.).....DIstrict 2854
Capitol (Senate and House) .....NAtional 3120
Radio Script & Transcription Exchange, Extension 2225, ...REpublic 1820
Bureau of Census.....DIstrict 2200
Office of Censorship, (J. E. Fetzer)...EXecutive 3800
Office of Emergency Management.....REpublic 7500
Office of Civilian Defense.....REpublic 7500
Office of Price Administration.....REpublic 7500
Office of War Information.....REpublic 7500

Non-Governmental

American Red Cross.....REpublic 8300
Clear Channel Group.....REpublic 3306
FM Broadcasters, Inc.....NAtional 1199
National Association of Broadcasters...NAtional 2080
National Press Club.....REpublic 2500
Radio Correspondents' Galleries.....NAtional 3120
RADIO DAILY .....ORdway 9221
Radio Manufacturers' Association.....NAtional 4901

Radio Stations

WINX .....REpublic 8000
WJSV .....MEtropolitan 3200
WMAL .....NAtional 5400
WOL .....MEtropolitan 0010
WRC .....REpublic 4000
WWDC .....NAtional 7203

Hotels

Carleton Hotel .....MEtropolitan 2626
Mayflower Hotel .....DIstrict 3000
Raleigh Hotel .....NAtional 3810
Shoreham Hotel .....ADams 0700
Statler Hotel.....EXecutive 1000
Wardman Park Hotel.....COlumbia 2000
Willard Hotel .....NAtional 4420

News Services

Associated Press .....DIstrict 1500
International News Service.....NAtional 1733
Transradio Press .....NAtional 1178
United Press.....EXecutive 3430

Railway Terminals

Baltimore & Ohio R. R.....EXecutive 0770
Pennsylvania R. R.....EXecutive 6600
Union Station .....EXecutive 7900

A. & S. LYONS INC.

Managers of Distinguished Artists

15 YEARS

OF

RADIO LEADERSHIP

New York

HARRY G. OMMERLE
IRENE ETKIN
HARRIET RHODAY

Beverly Hills

FRANK HEALEY
WYNN ROCAMORA
MARGARET KENT

New York
515 Madison Ave.

Beverly Hills
356 No. Camden Drive

IMPORTANT RADIO Telephone Numbers in CHICAGO

Radio Stations

KSTP (Chicago office)	SUPerior	8659
WAAF	RANdolph	1932
WAIT	FRAnklin	0660
WBBM	WHItehall	6000
WCAU (Chicago office)	SUPerior	5072
WCBD	SEEly	8066
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WEDC	CRAwford	4100
WENR	DELaware	1900
WGES	SEEly	8066
WGN	SUPerior	0100
WHFC	LAWndale	8228
WHIP	DEArborn	8600
WIND (Chicago office)	STAte	4176
WJJD	STAte	5466
WLS	MONroe	9700
WLW (Chicago office)	STAte	0366
WMAQ	SUPerior	8300
WMBI	MIChigan	1570
WMCA (Chicago office)	SUPerior	5072
WOR (Chicago office)	SUPerior	5110
WSBC	SEEly	8066
W51C	STAte	1357

National Networks

Blue Network Co.	DELaware	1900
Columbia Broadcasting System	WHItehall	6000
Keystone Broadcasting System	STAte	4590
Mutual Broadcasting System	WHItehall	5060
National Broadcasting Co.	SUPerior	8300

Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4437
Capper Publications	CENtral	5977
Cox & Tanz	FRAnklin	2095
The Foreman Co.	FRAnklin	2359
Free & Peters	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hollingbery	STAte	2898
Hal Holman Co.	FRAnklin	0016
The Katz Agency	CENtral	4006
Joseph Hershey McGillvra	SUPerior	3444
J. P. McKinney & Son	SUPerior	9866
National Broadcasting Co.	SUPerior	8300
John E. Pearson Co.	FRAnklin	2359
John H. Perry Associates	HARrison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHItehall	6000
Radio Advertising Corp.	CENtral	1743
William G. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STAte	4294
Sears & Ayer	SUPerior	8177
Spot Sales, Inc.	FRAnklin	8520
The Walker Co.	STAte	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
Batten, Barton, Durstine & Osborn, Inc.	SUPerior	9200
Dancer-Fitzgerald-Sample	STAte	3800
Buchanan & Co.	DELaware	5522
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPerior	6016
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARrison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEArborn	8910
Foote, Cone & Belding	SUPerior	4800
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	9052
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4606
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STAte	5060
C. L. Miller Co.	CENtral	1640
Mitchell-Faust Advertising Co.	STAte	6610
Needham, Louis, & Brorby	STAte	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRAnklin	8155
Roche, Williams & Cunnyngham	HARrison	8490
Ruthrauff & Ryan, Inc.	FRAnklin	0485
Schwimmer & Scott	DEArborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STAte	7369
Weston-Barnett	WHItehall	7725
Young & Rubicam, Inc.	CENtral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co	CENtral	5275
Columbia Recording Corp.	WHItehall	6000
Decca Records, Inc.	DELaware	8800
Estelle Lutz Artists Bureau	HARrison	3435
William Morris Agency, Inc.	STAte	3632
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPerior	8300
James Parks Co.	CENtral	7980
RCA Manufacturing Co.	WHItehall	4600
Radio Recording Studios	EDGewater	6461
Standard Radio, Inc.	STAte	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

News Agencies and Associations

Associated Press	STAte	7700
International News Service	ANDover	1234
RADIO DAILY	OAKland	4545
Press Association, Inc.	STAte	4581
Transradio Press Service	STAte	7904
United Press	RANdolph	3666

Organizations and Unions

American Federation of Musicians	STAte	0063
American Federation of Radio Artists	SUPerior	6517
Ascap	STAte	8289
Association For Education By Radio	DEArborn	7801
Radio Council	DEArborn	7801

It's Nice to Be With You Gracie

Fred Brady

Gracie Fields

This label identifies the organization best equipped to deliver — complete with writing, performing and production talent — everything from a 15-second spot to a full hour recorded show. It guarantees the same "know-how" in transcriptions that the William Morris Agency has brought to its live talent programs.

Televised Spots Neat!

WHY TRANSCRIPTIONS MAKE GOOD

By Willis B. Parsons

Asst. Sales Mgr., NBC Radio-Recording Division, New York

LOOKING at transcriptions from the right point of view, there is no difference between a recorded program and a "live" show except that the transcribed program is "stored" on a disc until it is ready to be used. Both recorded and live shows start with the same elements—script, actors, music, production. The live show is broadcast immediately over a single station or simultaneously on a network of stations—the recorded show gets "in the groove" and comes out one week, a month or a year later over stations in varying time periods depending on local availabilities.

When you can't be personally at the stations you've selected for your spot schedule, directing the talent you want in the production you've chosen—but still insist on having a program that's "network calibre" in script, talent and production—then you're the best prospective customer for transcriptions.

Advertiser's Viewpoint

From the standpoint of the advertiser whose distribution or marketing problems says "Use spot radio," recordings have distinct advantages. They permit flexibility of programming—and in these days of limited time availabilities, that is particularly important: a recorded show can be spotted at the best available time, perhaps at different times in different markets. Transcriptions give you production control of local broadcasts, whether a spot announcement or a variety program, permit you to select the best actors, singers or musicians the big talent centers have to offer and produce the program the way you want it to go on the air. You have an advantage in producing the show, too—your actor makes a fluff, you can do it over; if your singer hits a sour note, you make another cut—you can correct the mistakes that, in a live program would have gone on the air and could never be recalled. In every market, you have the stame talent, the same excellent production, the same effect that you want produced down to the pronounciation of every syllable.

The advertiser with a healthy budget can go as far as he wants in building a transcribed show tailor-made to his own specifications. But what about the local or regional advertiser who must make every radio advertising dollar do double duty? He's up against tough competition from the big network shows and the elaborate programs produced locally by many of the larger stations. The syndicated recorded program is the answer to his budget problem. Produced in talent centers such as New York, Chicago and Hollywood, these transcribed shows are frequently written by the same authors, cast with the same talent, produced by the same directors who are responsible for many of the networks' leading programs—yet, because their cost is shared by a number of advertisers, they are well within the means of limited budget advertisers.

Syndicated Programs

The syndicated recorded program is complete, ready to go on the air, needing only the advertiser's sales message to be read by the local announcer. And if the advertiser wants to carry uniformity of presentation to the nth degree, he can have his commercials recorded as well.

In the local radio picture, you should not overlook the recorded musical library service, for here is a wealth of fine musical material recorded by dance bands, popular concert orchestras, symphony orchestras, outstanding instrumentalists, vocal soloists, choruses and specialty groups that can be presented in musical shows of every type.

From the radio station's viewpoint, transcriptions are almost indispensable in these days of war-limited staffs. The advertiser's recorded shows simplify programming operations. The syndicated program gives the network affiliate a quality of production for local sponsored presentation that is comparable to the shows on its network feeds, helping the station to retain its audience.

There was a time, not so many years ago, when the designation required by the FCC, "The following program is transcribed," was enough to start an epidemic of dial switching. Today, the listener might never be able to tell the difference between a "live" and a recorded show except for this announcement, so great have been the improvements in production and recording technique. And that's the final answer to the question: "Why transcriptions?"

ncac SELLS

High-rating radio package shows and individual talent for radio from every field of entertainment.

ncac covers

The entire entertainment world with headline attractions...unique features...outstanding artists.

ncac REPRESENTS

More than 300 stars of Radio, Concert, Theatre, Opera, Motion Pictures, and the Lecture Platform.

National Concert and Artists Corporation

NEW YORK CHICAGO SAN FRANCISCO HOLLYWOOD

CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS

OFFICE OF CENSORSHIP

AS OF FEBRUARY FIRST, 1945

THIS is the third revision of the Code of Wartime Practices for American Broadcasters.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) *news broadcasts;* (2) *routine programming; and* (3) *commercial copy.*

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 *hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts* (*as revised*) *which are intended to aid in discharging censorship responsibilities*:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority*. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

Caution is advised against reporting, under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.

It is requested that news in any of the following classifications be kept off the air unless made available for broadcast by appropriate authority or specifically cleared by the Office of Censorship.

(*a*) WEATHER. — Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in EMERGENCY warnings released specifically for broadcast by the Weather Bureau authorities.

NOTE: Special events reporters, covering sports or any outdoor assignments (fires, flood, storms, etc.), are cautioned especially against mention of wind directions.

"ONCE UPON A TIME THERE WAS A FINGER" - - -

Along about 1908 or 1909 (or maybe it was 1926) there was a baby born with a silver stop watch in its little kisser, tousled grey hair and an ulcer. Also, this Job had *eleven fingers!*

"Gad!" said his old man, "What a natural for a radio producer! Just think how deftly he could throw a cue with that eleventh pinkie!"

And so, all during his formative years, LITTLE FINGER was groomed for his mission in life. He couldn't play baseball like other kids, nor roller skate, nor upset garbage cans, just practice throwing cues. After each day of practice, the Super Digit was carefully washed, manicured, groomed and put to rest in a special leather carrying case.

Then came the great day. A whole studio full of actors, musicians, announcers, writers and sound effects men was assembled just to have that wonderful finger thrown at them. "What a Hooper we'll get!" chortled the account executive. "What sales we'll get!" cried the sponsor. "What a show we'll get!" chorused the public joyfully.

At last the great moment was upon them. Our hero took off his coat and opened his collar. Beads of sweat formed on his brow. He wound up—and *THREW THE MAGIC CUE!*

And what do you think happened?

Why nothing, of course. No Hooper, no sales, no nothing—just a cancellation. All of which goes to show you kids. It ain't the finger that's important. It's the brain power and teamwork *behind* the finger that counts.

The next time you have a radio problem, whether you need a ten second station break or a $25,000 a week variety show, how about dropping us a line or giving us a call? We don't promise to solve all your problems over night, (nobody is that good) but we *do promise* constructive, down-to-earth thinking. After all, what makes the radio business go, if it ain't ideas? Lots of people you know have ten fingers (or eleven) but how many people do you know with ten ideas?

FREDERICK BROTHERS

AGENCY, INC.

—— RADIO PRODUCTION ——

NEW YORK
RKO BLDG.
1270 6th AVE.
Circle 6-2144

CHICAGO
75 EAST WACKER DRIVE
STATE 0003

HOLLYWOOD
8584 SUNSET BLVD.
CRESTVIEW 1-6244

(*b*) ARMED FORCES.—Type and movement of United States Army, Navy and Marine Corps units, within or without continental United States including information concerning—

Location.
Identity.
Exact Composition.
Equipment.
Strength.
Destination.
Routes.
Schedules.
Assembly for Embarkation.
Prospective Embarkation.
Actual Embarkation.

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual known for a specialized activity.

Exceptions: (1) ARMED FORCES IN THE UNITED STATES: Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character.

(2) ARMED FORCES OUTSIDE THE UNITED STATES:

Names and locations (without unit identification) *if* presence of United States forces in area has been announced officially.

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(*c*) SHIPS (CONVOYS, ETC.).—Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

Identity.
Location.
Port of Arrival.
Time of Arrival.
Prospect of Arrival.
Port of Departure.
Ports of Call.
Nature of Cargoes.
Assembly.
Personnel.

Enemy naval or merchant vessels in any waters, their

Type.
Identity.
Location.
Movements.

Secret information or instructions about sea defenses, such as—

Buoys, lights and other guides to navigators.
Mine fields and other harbor defenses.

Ship in construction—

Type.
Number.
Size.
Location.
Advance information on dates of launchings, commissionings.
Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under the direction of the State Department.

Exceptions: Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(*d*) DAMAGE BY ENEMY LAND OR SEA ATTACKS.—Information on damage to military objectives in continental United States or possessions, including—

Docks.
Railroads.
Airfields.
Public utilities.
Industrial plants engaged in war work.

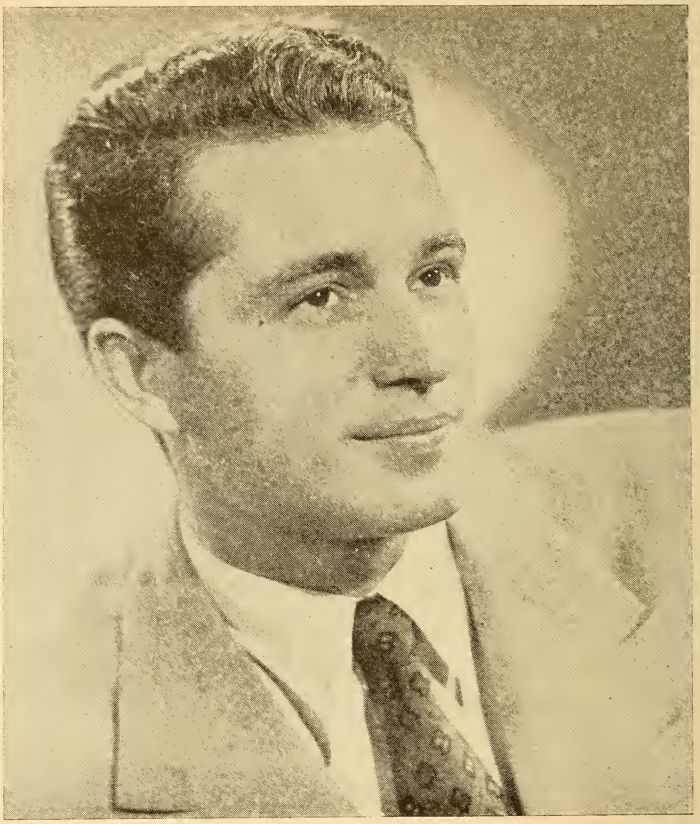
Counter-measures or plans of defense.

Appropriate authority: for information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(*e*) ACTION AT SEA.—Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters is the commanding officer of the district in which the action occurs, or Naval Office of Public Relations, Washington.

(*f*) ENEMY AIR ATTACK.—Estimates of number of planes involved; number of bombs dropped; damage to—



PERRY COMO

Singing Star of

"Chesterfield Supper Club"

Mon. Thru Fri., 7-7:15 p.m., E.W.T.

NBC

Under Contract to

20th Century-Fox Films • Victor Recording Artist

GENERAL AMUSEMENT CORPORATION

Fortifications.
Docks.
Railroads.
Ships.
Airfields.
Public utilities.
Industrial plants engaged in war work.
All other military objectives.

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes countermeasures of defense, such as troop mobilization or movements, or the number and location of antiaircraft guns or searchlights in action.

Exceptions: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(*g*) ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.—No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States, necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(*h*) PLANES—

Air Units.—Military air units of the United States and the United Nations as to—

Disposition.
Missions.
Movements.
New characteristics.
Strength.

Information concerning new military aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(*i*) FORTIFICATIONS AND AIR INSTALLATIONS.—Location and description of fortifications, including—

Coast Defense Emplacements.

Anti-aircraft guns and other air defense installations.

Defense Installation details of public airports used for military purposes.

Camouflaged objects.

Location of specially constructed bomb shelters.

Information concerning installations for military purposes outside the U. S.

(*j*) SABOTAGE.—Specifications (including information on bottlenecks) which saboteurs could use to damage military objectives. No mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(*k*) PRODUCTION. (see also SABOTAGE) —New or secret Allied military weapons, identity and location of plants making them, designs or rate of production or consumption of any specific type of war materiel, formulas or experiments connected with war production.

Information on imports, exports or Government stock piles of critical or strategic materiels such as tin, natural rubber, uranium, chromium, tantalum, manganese, quinine, tungsten and high-octane gasoline.

TED STEELE

and his Orchestra

"CHESTERFIELD SUPPER CLUB"

Monday thru Friday, 7:00-7:15 P.M., E.W.T.

NBC

Transportation—Movement or transportation of war materiel.

NOTE: Progress of production for general categories of war materiel such as planes, tanks, guns, vehicles and munitions may be reported, but statistical information on specific weapons such as bombers, fighter planes, 155 mm. guns, medium tanks, etc., should be avoided without appropriate authority.

(*l*) COMBAT ZONE INTERVIEWS AND LETTERS.—Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on Armed Forces, regarding unit identifications).

(*m*) WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.—Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens; locations or operations of alien internment camps; place of confinement of civilians convicted of treason, espionage or sabotage.

NOTE: The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(*n*) MILITARY INTELLIGENCE.—Information concerning war intelligence, or the operations, methods, or equipment of counter-intelligence of the United States or its allies or the enemy.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(*o*) WAR NEWS COMING INTO THE UNITED STATES.—War information originating outside United States territory may be broadcast if its origin is made plain.

Any recordings or information for broadcast gathered in any form that is sent across the United States-Canadian border should contain nothing that will conflict with the censorship of the country in which the information originates.

(*p*) GENERAL.—*Casualties.* Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy.—Secret war plans or diplomatic negotiations or conversations which concern military operations.

Art Objects, Historical Data.—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic Information.—Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military, or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destinations within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(*a*) REQUEST PROGRAMS.—*Music.*—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk.—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter

THE JACK KIRKWOOD SHOW

LILLIAN LEIGH
Character Comedienne

BILL GREY
Character Comic

JEANNE McKEON
Soprano

JIMMY WALLINGTON
Announcer

JACK HILL
Producer-Director

IRVING MILLER
Musical Director

DON REID
Tenor

MARYELLYN MANDER
Ingenue

JACK KIRKWOOD

Writers

Margaret Wilkins
Ned Cronk
Henry Tobias
Crowell Beech
Don Reid

Sponsored by IVORY SOAP AND OXYDOL

C.B.S. Monday Thru Friday

7 p.m. East — 10 p.m. Central — 8 p.m. West

qualified. Such service announcements would include information relating to—

Lost pets.
"Swap" ads.
Mass meetings.
Personal messages.
Club meetings.
Club programs, etc.
Vital statistics.

The same precaution should be observed in accepting "classified advertisements" for broadcasting.

No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners, should be broadcast.

Exceptions: Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

ALL requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(*b*) QUIZ PROGRAMS.—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short wave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(*c*) FORUMS AND INTERVIEWS.—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See paragraph (L) of Section 1.)

(*d*) SPECIAL EVENT REPORTING (ad lib).—Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship for review.

(See also Paragraph (*a*), Section I.)

(*e*) SIMULATED AIR RAIDS, BLACKOUTS.

—In view of the provisions contained in Paragraph (*f*) Section I of this Code, which prescribe radio silence at the scene of an air raid until the "all clear" is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(*f*) Commercial Continuity.—Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(*a*) Personnel.—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(*b*) Scripts.—Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations). It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions should be kept on file at the station.

(*c*) Censors and Monitors.—In order that these functions can be performed in a manner consistent with the demands of security, station managers are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation.

(*d*) Submission of Scripts.—From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(*e*) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone Executive 3800; Teletype WA-434.

The Office of Censorship,
Byron Price, *Director*.

December 1, 1943.

air-time: 1 YEAR

The CBS World News Studio in the forenoon of D-Day, June 6, 1944. Left to right: Ned Calmer, Correspondent and Analyst; Jesse Zousmer, Night News Editor; Bob Trout, Correspondent and Analyst; Quentin Reynolds (broadcasting), News Analyst; Major George Fielding Eliot, Military Analyst; foreground, back to camera, Joseph King, News Reporter. During D-Day CBS broadcast 15 hours 52 minutes of news of the Allied Invasion of Normandy

Between December 7, 1941 and December 7, 1944 there passed 1096 days.

During that period CBS broadcast a total of over 8686 hours, or *361 days 22 hours,* telling the American people how the war was being faced and fought, and how best they could help win it.

That adds up to almost one total year of the three elapsed.

During that relentless outpouring of war-information, 46,052 separate CBS broadcasts, short, medium and long, offered 56,667 distinct ideas touching the progress of the war and the best way to move forward toward victory.

Of these 46,052 broadcasts, 25,891 were offered on commercial programs by patriotic CBS advertisers. The balance—some 20,161—were broadcast as CBS sustaining programs.

Victory is not yet. It is more visible today than it was Pearl Harbor Day. But we do not know, we do not guess, when it will come. Only one thing we know—that until the eagle perches on our standards for good, we shall not relax the volume and frequency, nor reduce the quality, of the war-broadcasting in which all of 147 CBS stations have played their becoming parts.

Thus radio, as the strongest young arm of the American system of distributing ideas about goods, has proven that it can distribute equally tangible ideas about citizenship. The hard experience of war has seasoned and tempered radio for the challenge of its responsibilities and powers in insuring the peace. Radio will take up that challenge with energy and humility—and without fear.

* Let the record note, too, that these totals here reported do not include the truly uncountable number of war-broadcasts sponsored by local advertisers on the 147 CBS stations, nor the sustaining war-programs originated by those stations themselves.

The Roll Call of CBS War Advertisers:

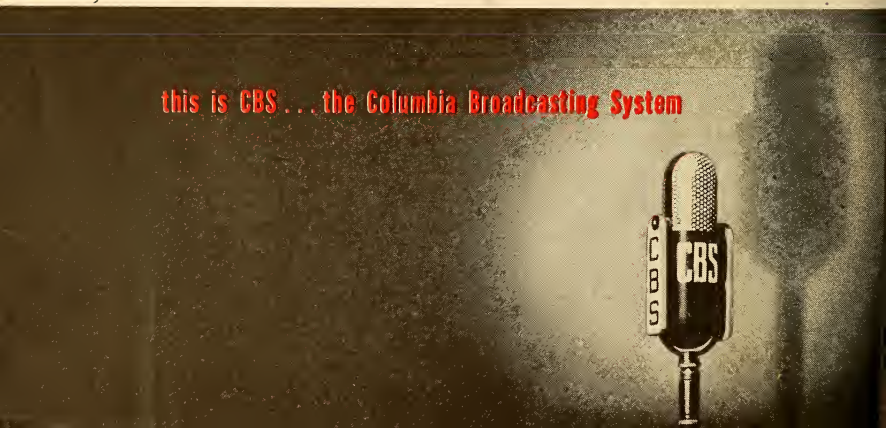
Admiral Corporation
Allegheny-Ludlum Steel Corp.
American Home Products Corp.
American Oil Company
American Tobacco Company
Anchor-Hocking Glass Corp.
Armour & Co.
Armstrong Cork Company
P. Ballantine & Sons
Ballard & Ballard Co.
Bank of America National Trust & Savings Association
Barbasol Company
Herman Basch & Company
Bekins Van & Storage Company
Ben Hur Products, Inc.
Bourjois, Inc.
Bowey's Inc.
W. Atlee Burpee Company
California Prune & Apricot Growers Assn.
Campana Sales Corp.
Campbell Soup Co.
Celanese Corp. of America
Chemicals, Inc.
Chesebrough Mfg. Co.
Chrysler Corp.
Coca-Cola Co.
Coldstream Products Co.
Colgate-Palmolive-Peet Co.
Colonial Dames, Inc.
Consolidated Royal Chemical Co. Inc.
Continental Baking Co.
Corn Products Refining Co.
Cream of Wheat Corp.
Cresta Blanca Wine Co.
Cudahy Packing Co.
Curtiss Candy Co.
Day & Night Mfg. Co.
Dwight Edwards Co.
Electric Companies Advertising Program
Elgin National Watch Co.
Emerson Drug Co.
Englander Co.
Eversharp, Inc.
"42" Products, Inc.
Gallenkamp Stores Co.
General Electric Co.
General Foods Corp.
General Mills, Inc.
Gillette Safety Razor Co.
B. F. Goodrich Co.
Goodyear Tire & Rubber Co. Inc.
Grove Laboratories, Inc.
Gulf Oil Corp.
Hoffman Radio Corp.
Hudson Coal Co.
Hunt Bros. Packing Co.
International Silver Co.
Jantzen Knitting Mills
Andrew Jergens Co.
Johns-Manville Corp.
Johnson & Johnson
Johnstone Drug Sales Corp.
Kay Jewelry Co.
Lady Esther, Ltd.
Lamont, Corliss & Co.
Lever Bros. Co.

Lewis-Howe Co.
Liggett & Myers Tobacco Co.
Lockheed Aircraft Corp.
P. Lorillard Co.
Los Angeles Soap Co.
Manhattan Soap Co.
Maryland Pharmaceutical Co.
Mennen Co.
Miles California Co.
Minneapolis-Honeywell Regulator Co.
John Morrell & Co.
C. F. Mueller Co.
McKesson & Robbins, Inc.
Noxzema Chemical Co.
Owens-Illinois Glass Co.
Pabst Sales Co.
Pacific Coast Borax Co.
Pacific Greyhound Lines, Inc.
Packard Bell Co.
Parker Pen Co.
Peter Paul, Inc.
Pet Milk Sales Co.
Philco Corp.
Philip Morris & Co. Ltd. Inc.
Pillsbury Mills, Inc.
Planters Nut & Chocolate Co.
Plough, Inc.
Procter & Gamble Co.
Prudential Insurance Co.
Quaker Oats Co.
R. J. Reynolds Tobacco Co.
Richfield Oil Corp.
Roma Wine Co.
Schenley Import Corp.
Schutter Candy Co.
Seal-Cote Company
Servel, Inc.
Signal Oil Co.
Socony Vacuum Oil Co. Inc.
Soil-Off Mfg. Co.
Southern Cotton Oil Co.
E. R. Squibb & Sons
Standard Brands, Inc.
Sterling Drug, Inc.
Stulz Sickles Co.
Joseph Tetley & Co. Inc.
Texas Company
Union Ice Co.
United Air Lines Transport Corp.
U. S. Rubber Co.
U. S. Tobacco Co.
Vick Chemical Co.
Washington Cooperative Egg & Poultry Assn.
Welch Grape Juice Co.
Western Sugar Refinery
J. B. Williams Co.
Wilshire Oil Co.
Wm. Wrigley Jr. Co.
Yellow Cab Co.

The Roll Call of the CBS Regiment:

Akron, Ohio	WADC
Albany, Ga.	WGPC
Albany, New York	WOKO
Albuquerque, New Mexico	KGGM
Anderson, S. C.	WAIM
Asheville, N. C.	WWNC
Athens, Ga.	WGAU
Atlantic City, N. J.	WBAB
Atlanta, Ga.	WGST
Augusta, Ga.	WRDW
Austin, Texas	KTBC
Baltimore, Md.	WCAO
Bangor, Maine	WABI
Beckley, W. Va.	WJLS
Binghamton, N. Y.	WNBF
Birmingham, Ala.	WAPI
Bisbee, Arizona	KSUN
Boston, Mass.	WEEI
Buffalo, N. Y.	WKBW
Burlington, Vt.	WCAX
Cedar City, Utah	KSUB
Cedar Rapids, Iowa	WMT
Champaign, Ill.	WDWS
Charleston, S. C.	WCSC
Charleston, W. Va.	WCHS
Charlotte, N. C.	WBT
Chattanooga, Tenn.	WDOD
Chicago, Ill.	WBBM
Cincinnati, Ohio	WCKY
Cleveland, Ohio	WGAR
Colorado Springs, Colo.	KVOR
Columbus, Ga.	WRBL
Columbus, Ohio	WBNS
Cookeville, Tenn.	WHUB
Corpus Christi, Texas	KEYS
Dallas, Texas	KRLD
Danville, Ill.	WDAN
Dayton, Ohio	WHIO
Decatur, Ill.	WSOY
Denver, Colo.	KLZ
Des Moines, Iowa	KRNT
Detroit, Mich.	WJR
Dubois, Pa.	WCED
Duluth, Minn.	KDAL
Durham, N. C.	WDNC
El Paso, Texas	KROD
Erie, Pa.	WERC
Evansville, Ind.	WEOA
Fairmont, W. Va.	WMMN
Frederick, Md.	WFMD
Fresno, Calif.	KARM
Ft. Myers, Fla.	WINK
Gloversville, N. Y.	WENT
Grand Forks, N. D.	KILO
Great Falls, Mont.	KFBB
Green Bay, Wisc.	WTAQ
Greensboro, N. C.	WBIG
Harlingen, Texas	KGBS
Harrisburg, Pa.	WHP
Hartford, Conn.	WDRC
Honolulu, H. I.	KGMB
Hilo, H. I.	KHBC
Hopkinsville, Ky.	WHOP

Houston, Texas	KTRH
Indianapolis, Ind.	WFBM
Ithaca, N. Y.	WHCU
Jacksonville, Fla.	WMBR
Jamestown, N. D.	KSJB
Kansas City, Mo.	KMBC
Kalamazoo, Mich.	WKZO
Keene, N. H.	WKNE
Knoxville, Tenn.	WNOX
Kokomo, Ind.	WKMO
Lawrence, Mass.	WLAW
Little Rock, Ark.	KLRA
Louisville, Ky.	WHAS
Los Angeles, Calif.	KNX
Macon, Ga.	WMAZ
Mason City, Iowa	KGLO
Memphis, Tenn.	WREC
Meridian, Miss.	WCOC
Miami, Fla.	WQAM
Milwaukee, Wis.	WISN
Minneapolis-St. Paul, Minn.	WCCO
Missoula, Mont.	KGVO
Montgomery, Ala.	WCOV
Montreal, Canada	CKAC
Muncie, Ind.	WLBC
Nashville, Tenn.	WLAC
New Orleans, La.	WWL
New York, N. Y.	WABC
Oklahoma City, Okla.	KOMA
Omaha, Nebraska	KOIL
Omaha, Nebraska	KFAB
Orlando, Fla.	WDBO
Paducah, Ky.	WPAD
Parkersburg, W. Va.	WPAR
Peoria, Ill.	WMBD
Philadelphia, Pa.	WCAU
Phoenix, Arizona	KOY
Pittsburgh, Pa.	WJAS
Portland, Maine	WGAN
Portland, Oregon	KOIN
Providence, R. I.	WPRO
Quincy, Ill.	WTAD
Richmond, Va.	WRVA
Roanoke, Va.	WDBJ
Rochester, N. Y.	WHEC
Sacramento, Calif.	KROY
St. Augustine, Fla.	WFOY
St. Louis, Mo.	KMOX
Salt Lake City, Utah	KSL
San Antonio, Texas	KTSA
San Francisco, Calif.	KQW
San Juan, P. R.	WKAQ
Santa Fe, New Mexico	KVSF
Sarasota, Fla.	WSPB
Savannah, Ga.	WTOC
Scranton, Pa.	WGBI
Seattle, Wash.	KIRO
Shreveport, La.	KWKH
South Bend, Ind.	WSBT
Spokane, Wash.	KFPY
Spartanburg, S. C.	WSPA
Springfield, Ill.	WTAX
Springfield, Mass.	WMAS
Springfield, Mo.	KTTS
Stockton, Calif.	KGDM
Syracuse, N. Y.	WFBL
Tampa, Fla.	WDAE
Topeka, Kansas	WIBW
Toronto, Canada	CFRB
Tucson, Arizona	KTUC
Tulsa, Okla.	KTUL
Uniontown, Pa.	WMBS
Utica, N. Y.	WIBX
Washington, D. C.	WTOP
Waterbury, Conn.	WBRY
Watertown, N. Y.	WWNY
Wausau, Wis.	WSAU
West Palm Beach, Fla.	WJNO
Wheeling, W. Va.	WKWK
Wichita Falls, Texas	KWFT
Wichita, Kansas	KFH
Worcester, Mass.	WTAG
Yankton, S. D.	WNAX
Youngstown, Ohio	WKBN



SHOWMAN'S CALENDAR

FOR 1945

January

1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
2: Georgia Admitted (1788).
4: Utah Admitted (1896).
6: New Mexico Admitted (1912).
8: Anniversary of the Battle of New Orleans (Louisiana).
9: Connecticut Admitted (1788).
14: First Written Constitution Adopted at Hartford, Conn., (1639).
17: Benjamin Franklin Born (1706).
19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
21: Stonewall Jackson Born (1824).
20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
21: Foundation Day. In the Canal Zone.
26: Michigan Admitted to the Union (1837).
Gen. Douglas MacArthur's Birthday.
First A.E.F. Landed in Ireland (1942).
29: McKinley Born (1843).
Kansas Admitted (1861).
30: Franklin D. Roosevelt's Birthday.
31: Franz Schubert Born (1797).

February

1: Victor Herbert Born (1859).
3: Horace Greeley Born (1811).
6: Massachusetts Admitted (1788).
7: Charles Dickens Born (1812).
9: Nebraska Admitted (1867).
11: Thomas A. Edison's Birthday.
Daniel Boone Born (1734).
12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
14: Valentine's Day.
Admission Day (Arizona).
Oregon Admitted (1859).
15: Destruction of the Maine (1898).
15: Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
19: Ohio Admitted (1803).
20: Shrove Tuesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
23: Ash Wednesday (Lent Starts).
27: Henry Wadsworth Longfellow's Birthday.
First Railroad Charter (1827).

March

1: Nebraska Admitted (1867).
2: Texas Independence Day.
3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847)
4: Pennsylvania Day.
Vermont Admitted (1791).
5: Boston Massacre (1770)
7: Luther Burbank's Birthday (California).
15: Maine Admitted (1820).
Andrew Jackson Born (1767).
17: St. Patrick's Day.
17: Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
13: Fast of Esther.
Grover Cleveland's Birthday.
21: First Day of Spring.
22: Emancipation Day (Puerto Rico)
25: Maryland Day.
29: First Day of Passover.
30: Seward Day (Alaska)
31: Transfer Day, in the Virgin Islands.

April

1: All Fools' Day.
1: State Election. In Michigan.
2: Palm Sunday.
6: War Declared with Germany (1917).
6: Army Day. Observed in New York, and some other States, by a display of flage and by military parades.
7: Peary Discovered North Pole (1909).
Good Friday.
Metropolitan Opera House Opened in New York City (1830).
Louisiana Admitted (1812).
9: Surrender of General Lee (1865).
Easter Sunday.
12: Halifax Independence Resolution (North Carolina).
13: Thomas Jefferson's Birthday (Alabama).
14: Assassination of Abraham Lincoln.
Pan-American Day.
19: Patriot's Day (Maine, Massachusetts).
21: Anniversary of Battle of San Jacinto (Texas)
22: Morton's Birthday (Nebraska).
Arbor Day (Nebraska).
William Shakespeare Born (1564).
24: First Newspaper Issued in America (1704).
U. S.-Mexico War (1846).
24: Arbor and Bird Day. In Massachusetts.
25: War Declared with Spain (1898).
26: Confederate Memorial Day (Florida, Georgia, Mississippi)
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
27: General U. S. Grant Born (1822).
28: President Monroe Born (1758).
Maryland Admitted (1788).
30: Louisiana Purchased.
Washington Became First President (1789)
Rhode Island Settled (1636).

May

1: May Day.
Child Health Day.
Labor Day (Philippines).
Dewey's Victory in Manila (1898).
2: Stonewall Jackson Shot (1863).
National Music Week.

THE TAILOR MAIDS
MARIAN
VIRGINIA
NORMA
PERSONAL MANAGEMENT
LEN SHORT
HI. 0101 (R.A.T.E.)
HOLLYWOOD

4: Rhode Island Independence Day.
5: Napoleon's Death (1821).
6: Corregidor Surrendered (1942).
7: Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).
10: Confederate Memorial Day (Kentucky, North Carolina).
11: Minnesota Admitted (1858).
12: Florence Nightingale Born (1820).
13: Mother's Day (2nd Sunday).
20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
21: Lindbergh's Flight to Paris (1927).
23: South Carolina Admitted (1788).
24: First Telegraph Message Sent (1844).
Empire Day (Canada).
28: Archduke Ferdinand of Austria and His Wife Assassinated in Serjevo (1914).
29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

June

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Jefferson Davis' Birthday (1808).
6: Nathan Hale's Birthday (1756).
D-Day (1944).
8: Battle of New Orleans (1815).
10: Franklin Drew Lightning From Sky (1752).
14: Harriet Beecher Stowe's Birthday.
Flag Day.
Pioneer Day (Idaho).
17: Bunker Hill Day.
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
King John of England Granted Magna Carta (1215).
20: West Virginia Day.
21: Longest Day in Year.
New Hampshire Joined the Union (1788).
23: Penn Signs Treaty of Peace with Indians.
24: San Juan Day. In Puerto Rico.
25: Virginia Admitted (1788).
26: First American Troops Land in France (1917).

July

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
2: Garfield's Assassination (1881).
3: Idaho Admitted (1890).
4: Independence Day.
U. S. Military Academy West Point Opened (1802).
6: John Paul Jones, Founder of U. S. Navy, Born (1802).
10: Wyoming Admitted (1890).
11: John Quincy Adams Born (1767).
13: Forrest's Day (Tennessee).
14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
15: St. Swithin's Day.
16: Santiago Surrendered.
24: Pioneer Day (Utah).
25: Occupation Day (Puerto Rico).
27: Barbosa's Birthday. In the Canal Zone.
28: Austria Declared War on Serbia (1914).

August

1: Colorado Day.
Beginning of World War (1914).
3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
14: Atlantic Charter Signed by President F. D. Roosevelt and Primine Minister Winston Churchill.
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
19: National Aviation Day.
20: Benjamin Harrison Born (1833).
26: Suffrage for Women—19th Amendment (1920).
30: Germany Declared War on Poland (1939).
Start of Second World War.

September

1: Germany Invaded Poland.
3: Labor Day.
6: Latayette Day.
First Battle of the Marne.
8,9: Rosh Hashonah.
9: Admission Day (California).
12: Defender's Day (Maryland).
17: Constitution Day.
17: Yom Kippur.
22: Nathan Hale Executed (1776).
First Day of Autumn.
22: American Indian Day (4th Friday).

October

5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
6: Misscuri Day.
8: Chicago Fire (1871).
Farmer's Day (2nd Friday) (Florida).
9: Fraternal Day (Alabama).
Canadian Thanksgiving Day.
12: Columbus Day.
18: Alaska Day.
19: Surrender of Cornwallis (1781).
27: Navy Day.
Theodore Roosevelt Born (1858).
31: Hallowe'en.
Admission Day, Nevada (1864).

November

1: All Saints' Day (Louisiana).
1: Liberty Day. In the Virgin Island (St. Croix only).
2: General Election Day.
North and South Dakota Admitted (1889).
4: John Philip Sousa Born (1854).
8: Montana Admitted (1889).
11: Armistice Day.
Washington Admitted (1889).
16: Oklahoma Admitted (1907).
17: Suez Canal Opened (1869).
21: North Carolina Admitted (1789).
22: Thanksgiving Day (4th Thursday).

December

3: Illinois Admitted (1818).
7: Delaware Day.
Pearl Harbor Attacked (1941)
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declares War on Germany-Italy (1941).
Mississippi Admitted (1817).
11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
14: Alabama Admitted (1819).
15: Bill of Rights Day.
16: Boston Tea Party (1773).
18: New Jersey Admitted (1787).
21: Pilgrims Landed at Plymouth Rock (1620).
Woodrow Wilson's Birthday (South Carolina).
25: Christmas Day.
28: Iowa Admitted (1848).
29: Texas Admitted (1845).
31: New Year's Eve.

Penn vs. Army, November 18, 1944 — Franklin Field. Operating from field and studio, Ayer's television staff has completed another successful season of telecasting for its client Atlantic Refining Company, whose sponsorship of televised games dates back to October 18, 1941.

Graphics in action

To television Ayer's acknowledged agency leadership in the graphic arts now brings new vigor and drive — supplemented by wide experience in radio and commercial films.

N. W. AYER & SON, INC.

30 ROCKEFELLER PLAZA ★ NEW YORK

THE BUSINESS SIDE *of* RADIO

Agency and Sponsor Network Billings

•

Station Representatives

•

News Service

•

Advertising Agencies

•

Research Firms

•

Federal Communications Commission

HAL STYLES

Radio's Original "Good Neighbor"

NOW "LEST YE FORGET" Warner Bros.' KFWB

America's First Rehabilitation Program for Ex-Servicemen (Sundays)

Also, "LET'S FACE FACTS" Warner Bros.' KFWB

News Views and Interviews (Daily)

Announcer, Producer, Commentator, Dialectician, Emcee, Special Events

THE BUSINESS SIDE OF RADIO

By M. H. Shapiro
Managing Editor, Radio Daily

CHRONICAL of radio's forward march during 1944 is virtually a repetition of the magnificent strides taken each year of its history, both from the standpoint of progressively good business and public service. Contributing every possible effort to winning the war, offering cooperation on a scale no industry not actually engaged in war production per se could attempt, the broadcaster, network or independent station, stood shoulder to shoulder with those on the home front giving their best.

Naturally, along with all other media, radio received its share of increased advertising appropriations and if wartime paper stocks held down some newspapers and magazines, it must be remembered that radio started with the unalterable limitation of time itself. That is, the number of hours during which listeners are receptive to the sponsor messages, much less the obvious as to the hours in a single broadcast day.

Billings Up

In each instance, the major networks showed substantial increases in gross billings. Spot and regional webs also fared comparatively well, with the overall figure hovering around the 23 per cent mark. Net figures will deviate one way or the other, but indications are it will stand at that figure fairly close with not more than a 2 per cent differential in the final adjustment. Total billings before various discounts are deducted will reveal gross radio time sales edging toward the $400,000,000 mark. Undoubtedly, this year will see the mark actually reached, if not exceeded. The net proceeds to the industry will approximate a figure $100,000,000 below the gross. As it concerns all industries, the net profit accruing to the radio industry will not be much more for 1944 than it was for 1943 due to the increased Government taxes.

In the figures for the sale of time, of course no provision is made for the talent sales which, it stands to reason, increases from year to year. As to its expanded billings, radio did not exactly sit idly by and wait for the business to come in, over the proverbial transom as it were. In some cases of course, the time if desirable, was a sure sale to one client or another. However, diligent efforts by the research, sales, and sales promotion departments of the industry succeeded in rounding up considerable new business, business which never before used radio. Which applies also to the clients sold on going into markets not heretofore considered.

Problems En Route

Not alone in this respect, radio's main problems were those of labor, the replacements for the manpower that went to war, and to be sure labor unions figured in the routine. Outstanding among the problems was the recording situation with the AFM. RCA, CBS and NBC saw fit to sign with the musicians' union on its own terms after a more than two-year cessation of work for the affiliated companies of these networks.

Allocation hearings before the FCC resulted in FM, for the time being at least, being worried as to its future because of the moves suggested to the higher frequencies in the spectrum. Television benefited somewhat in that it was being permitted to remain where it was, although provisions saw to it that neither television nor frequencies that may be needed in the public service were arbitrarily frozen.

As stated here in the past, broadcasting is not an industry that had to convert to war production as in the case of other great industries and it will not have to worry about a postwar change to normalcy. All its "changes" will depend on what happens to its clients rather than what actually happens to radio.

Sound Position

In this respect, there is no reason to believe that any untoward happening will take place and in the postwar era, radio stands to gain on most every count. It still holds, that brand names being kept alive now will of necessity come back strongly in the flesh, so to speak, and the field is wide open in practically every commercial project. Thus any halt in hostilities on any particular front will not cause severe dislocation in the broadcasting setup; rather it will be the signal for increased desire on the part of clients to reach the consumer via the fastest means available. Which is predicated of course on the client seeing daylight as to normal peacetime production.

This agency brings to the sale of talent and production of radio programs an expertness resulting from fourteen years of specialization in the radio industry.

Myron SELZNICK — James L. SAPHIER
and COMPANY

BEVERLY HILLS • NEW YORK

Agency and Sponsor Network Billings

Blue Network Company
1944 Agency Gross Billings

J. Walter Thompson Company	$ 6,100,528
D'Arcy Advertising Co., Inc	3,720,991
Compton Advertising, Inc	3,224,157
Kenyon & Eckhardt, Inc	2,259,120
Wade Advertising Agency	1,828,699
Young & Rubicam, Inc	1, 731,605
Warwick & Legler, Inc	1,511,077
Sherman & Marquette, Inc	1,057,752
Dancer-Fitzgerald-Sample	1,029,412
Hill Blackett & Company	914,599
McCann-Erickson, Inc.	889,161
Schwimmer & Scott Advertising Agency	888,644
Walker and Downing	886,901
Knox Reeves Advertising, Inc	853,598
Lennen & Mitchell, Inc	832,348
Foote, Cone & Belding	822,754
Aubrey, Moore Wallace, Inc	794,987
MacFarland, Aveyard & Company, Inc.	737,893
William Esty and Company, Inc	657,761
Newell-Emmett Co.	576,455
Hutchins Advertising Co., Inc	544,752
Leo Burnett Company, Inc	488,556
N. W. Ayer & Son, Inc	480,042
J. D. Tarcher & Co	453,806
Small & Seiffer, Inc	439,850
Raymond Specter Company, Inc	439,268
Duane Jones Company	431,384
Batten, Barton, Durstine & Osborn, Inc.	430,616
Henri Hurst & McDonald, Inc	429,008
The Biow Company, Inc	415,146
H. W. Kastor & Sons Advertising Co., Inc.	356,065
Benton & Bowles, Inc	346,261
Buchanan & Co	326,709
Sayre M. Ramsdell Assoc	304,931
Tracy-Locke Company, Inc	287,780
Ted Bates, Inc	286,361
McJunkin Advertising Company	266,561
Pedlar-Ryan & Lusk, Inc	219,026
Keeling & Co., Inc	198,028
Doherty, Clifford & Shenfield, Inc	166,676
Critchfield and Company	164,643
Sherman K. Ellis & Company, Inc	162,190
Pacific National Advertising Agency	157,097
Burton, Browne Advertising	147,528
Advertising & Sales Council, Inc	125,868
Fuller & Smith & Ross, Inc	121,996
Emil Mogul Company, Inc	124,111
A. W. Lewin Co	108,934
Glicksman Advertising Co., Inc	101,988
William H. Weintraub & Company, Inc.	99,150
Brisacher, Van Norden & Staff	89,528
J. William Sheets	85,130
Tucker Wayne & Company	82,768
Hazard Advertising Company	77,359
Franklin Bruck Advertising Corporation	70,656
Donahue & Coe, Inc	60,954
Maxon, Incorporated	57,163
The M. H. Hackett Co	55,488
Pacific Coast Advertising Co., Inc	41,982
Roche, Williams & Cleary, Inc	41,076
United States Advertising Corporation	35,687
Alfred J. Silberstein-Bert Goldsmith Inc.	35,588
Ruthrauff & Ryan, Inc	26,964
Glasser Gailey & Company	21,992
Erwin, Wasey & Co., Inc	23,010
Smith & Bull	21,851
Raymond R. Morgan Company	17,066
Rhoades & Davis	17,459
Long Advertising Service	15,860
Charles Sheldon Advertising Agency	15,012
Elwood J. Robinson Advertising Agency	13,509
Brooks Advertising Agency	13,110
Robert Smith Advertising	10,851
Courtland D. Ferguson, Inc	10,315
George Wessel	10,260
Geyer, Cornell & Newell, Inc	8,935
Direct	8,839
John Stover Advertising Agency	5,910
Hillman-Shane-Breyer	4,246
Little & Co	4,122
Reincke-Ellis-Younggreen & Finn Inc.	3,948
O. E. Hopfer-Industrial Advertising	3,146
Century Advertising Agency	2,700
Total	$10,944,629
Political	411,500
Total	$11,356,129

Columbia Broadcasting System
1944 Agency Gross Billings

Young & Rubicam, Inc	$ 7,966,037
J. Walter Thompson Co	7,091,514
Dancer-Fitzgerald-Sample	6,033,399
Ruthrauff & Ryan, Inc	4,434,356
The Biow Co	4,057,915
Compton Advertising, Inc	3,411,513
Batten, Barton, Durstine & Osborn, Inc.	3,264,361
Foote, Cone & Belding	3,040,127
Ted Bates, Inc	2,248,027
Wm. Esty & Co. Inc	2,232,440
Benton & Bowles, Inc	2,123,510
Arthur Meyerhoff & Co	1,698,519
Maxon, Inc	1,555,966
Newell-Emmett Co., Inc	1,520,922
McCann-Erickson, Inc	1,321,420
Campbell-Ewald Co	1,306,719
Pedlar & Ryan, Inc	923,926
Ward Wheelock Co	804,309
Gardner Advertising Co	789,640
Buchanan & Co., Inc	785,567
Wm. H. Weintraub & Co	772,317
C. L. Miller Co	754,403
Sherman & Marquette, Inc	716,627
Warwick & Legler, Inc	712,107
N. W. Ayer & Son, Inc	670,878
D'Arcy Advertising Co., Inc	520,720
Knox Reeves Advertising, Co	492,504
Roche, Williams & Cleary, Inc	465,264
Arthur Kudner, Inc	411,504
Kenyon & Eckhardt, Inc	407,566
Duane Jones Co	372,111
Addison Lewis & Associates	334,626
Grant Advertising, Inc	330,991

Imitation is the Sincerest Form of Flattery

BUT

The **ORIGINAL** "Make Believe Ballroom"
Is Still on KFWB in Its 12th Year
With its Originator

AL JARVIS

Monday Thru Saturday
11:00 to 2:30 P.M.

National Representative, WILLIAM G. RAMBEAU COMPANY
New York and Chicago

Joseph Katz Co.	300,963
Morse International	291,020
Russel M. Seeds Co.	282,573
Henri, Hurst & McDonald, Inc.	267,455
Cruttenden & Eger	259,435
Sorensen & Co.	218,156
Lennen & Mitchell, Inc.	171,257
Walker & Downing	148,542
Raymond R. Morgan Co.	117,086
H. W. Kastor & Sons Adv. Co., Inc.	110,027
Erwin, Wasey & Co.	99,480
Barton A. Stebbins, Inc.	97,396
Spitzer & Mills, Ltd.	63,812
Wade Advertising Agency	61,425
Wallace-Ferry-Hanly Co.	58,631
Clements Co., The	52,760
Ronalds Advertising Agecy	43,635
Garfield & Guild	38,908
Brooks Advertising Agency	38,281
Brisacher & Van Nordem	36,972
Hillman, Shane & Breyer, Inc.	33,772
Franklin Bruck Advertising Corp.	33,180
Green-Brodie, Inc.	30,812
W. Earl Bothwell Adv. Agency	29,394
Lake-Spiro-Shurman, Inc.	29,342
Western Advertising Agency	28,098
Baker Advertising Agency	27,824
Glasser-Gailey & Co.	25,283
Rhoades & Davis	20,706
Hixson-O'Donnell Adv. Inc.	20,286
Long Advertising Service	19,908
J. D. Tarcher & Co., Inc.	19,596
Flager Advertising, Inc.	12,892
Beaumont & Hohman, Inc.	11,583
Pacific National Adv. Agency	11,357
Sherman K. Ellis Co., Inc.	11,340
Gillham Advertising Agency	10,710
Sayre M. Ramsdell Associates	10,216
John L. Halpin	10,121
Donahue & Coe, Inc.	8,216
Kelly Nason, Inc.	7,722
Armand S. Weill Co., Inc.	7,510
Don B. Miner Co.	7,308
Cockfield, Brown & Co.	6,993
Lester H. Harrison Associates	5,681
Bostford, Constantine & Gardner	4,563
George M. Weessells Adv. Agency	4,060
Schwimmer & Scott	3,323
Elwood J. Robinson Adv. Agency	1,867
Allied Advertising Agencies	1,102
Furman, Feiner & Co	908
Advertising Arts Agency	812
Clarence B. Juneau	812
Hugh A. Deadwyker	575
Cotter Advertising Agency	370
Copley Advertising Agency	125
Total	$66,791,319

Mutual Broadcasting System 1944 Agency Gross Billings

Erwin Wasey & Co., Inc.	$ 2,406,501
Hixson O'Donnel Adv., Inc.	1,301,917
Ruthrauff & Ryan, Inc.	1,230,211
Donahue Co., Inc.	1,056,818
Kenyon & Eckhardt, Inc.	1,011,915
R. H. Alber Co.	950,309
Ivy & Ellington, Inc.	733,653
Arthur Meyerhoff Co.	677,421
William H. Weintraub & Co., Inc.	660,961
Maxon, Inc.	542,590
Walker & Downing	539,659
Wallace Ferry Hanly Co.	499,862
Stanley G. Boynton	475,623
H. B. Humphrey Co.	456,696
Gardner Adv. Co.	450,713
Russel M. Seeds Co., Inc.	438,095
Gotham Adv. Co.	425,477
Raymond Spector Co., Inc.	395,263
Young & Rubicam, Inc.	337,079
Bermingham, Castleman & Pierce, Inc.	322,220
Calkins & Holden	321,993
J. Walter Thompson Co.	277,961
J. C. Hoskin Assoc.	276,009
McJunkin Adv. Co.	267,102
Leo Burnett Co.	261,553
Duane Jones Co.	213,319
Roche, Williams & Cleary, Inc.	206,668
Al Paul Lefton Co., Inc.	161,198
Warwick & Legler	138,567
Biow Co., Inc.	137,919
Schwimmer & Scott	120,063
Buchanan & Co.	115,825
Battan, Barton, Durstine & Osborn, Inc.	88,248
United States Adv. Corp.	83,509
The Caples Co.	69,531
Raymond R. Morgan Co.	68,381
Sterling Adv. Agency, Inc.	62,380
Grant Adv., Inc.	59,211
Clements Co., Inc.	56,763
Henri, Hurst & McDonald, Inc.	56,374
Cecil & Presbrey, Inc.	52,221
The Joseph Katz Co.	41,196
Foote, Cone & Belding	36,321
Weston Barnett, Inc.	20,612
Van Sant, Dugdale & Co., Inc.	20,161
Lester Harrison Assoc., Inc.	16,748
D'Arcy Adv. Co., Inc.	15,781
George H. Hartman Co.	14,933
Green-Brodie	13,220
Furman Feiner & Co., Inc.	10,146
Harold Cabot Co., Inc.	9,920
L. W. Ramsey Co.	9,314
Hirshon-Garfield, Inc.	5,408
Allied Agencies	3,726
Direct	14,259
Locally Sponsored	1,260,638
Total	$19,533,650

National Broadcasting Company 1944 Agency Gross Billings Not Available

Blue Network Company 1944 Sponsor Expenditures

The Coca-Cola Company	$ 3,720,991
Ford Motor Company	2,710,000
Kellogg Company	2,259,120
Miles Laboratories, Inc.	1,828,699
General Mills, Inc.	1,726,506
The Procter & Gamble Co.	1,156,017
Socony-Vacuum Oil Co., Inc.	1,351,673
Swift and Company	1,257,138
The Quaker Oats Company	1,219,912
The Sherwin-Williams Co.	986,630
Libby, McNeill & Libby	937,814
Bristol-Meyers Company	923,469
Westinghouse Electric & Mfg. Co.	885,486
Esquire, Inc.	861,602
Philco Corporation	849,686
The Andrew Jergens Co.	832,348
Allis-Chalmers Mfg. Co.	762,728
Carter Products, Inc.	726,211
Curtis Publishing Company	603,619
Lehn & Fink Products Corp.	579,252
RKO Radio Pictures, Inc.	516,136
A. E. Staley Mfg. Co.	530,882
Hall Brothers, Inc.	515,816

GARNETT MARKS

ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR

NOW

LT. GARNETT MARKS

U. S. ARMY

American Meat Institute	488,556
The Charles E. Hires Co	480,042
Elgin National Watch Co	470,724
McKesson & Robbins, Inc	453,806
Larus & Brother Company, Inc	452,075
Mall Pouch Tobacco Company	448,932
Sterling Drug Inc. (Consumer Products Company)	444,750
RCA Victor Division of Radio Corp. of America	439,291
Serutan Company	439,268
The D. L. Clark Co	437,969
William R. Warner & Co., Inc. (Dr. Earl S. Sloan, Inc.)	424,494
Eversharp Inc.	415,146
O'Cedar Corporation	397,739
Williamson Candy Co	397,248
The Wander Company	381,593
The Borden Company	370,564
The Welch Grape Juice Co	356,065
The Reader's Digest Assn., Inc	325,788
The Texas Company	292,587
Dr. Pepper Co	287,780
General Foods Corp	269,552
Manhattan Soaps Co., Inc	261,564
The Geo. W. Loft Co	224,333
Sweets Co. of America, Inc	240,476
Owens-Illinois Glass Co	200,484
Hastings Mfg. Co	198,028
Lockheed Aircraft Corp	189,810
Wheeling Steel Corp	164,643
Gum Laboratories, Inc	163,451
Falstaff Brewing Corporation	156,504
Fisher Flouring Mills Co	147,780
Raytheon Production Corp	147,528
O'Sullivan Rubber Co., Inc	125,868
Aluminum Co. of America	124,996
Trimont Clothing Co	124,111
The National Board of Fire Underwriters	120,096
Time, Inc.	108,972
Harvel Watch Co	108,934
Chef Boy-Ar-Dee Quality Foods, Inc.	103,110
Adam Hat Stores, Inc	101,988
Revelon Products Corp	99,450
Skinner & Eddy Corp. (Alaska Pacific Salmon)	85,130
S & W Fine Foods, Inc	88,708
Safeway Stores, Inc	83,185
Scripto Mfg. Co	82,768
Colgate-Palmolive-Peet Co.	78,512
American Cyanamid Co	77,359
Standard Oil Co. of Calif	75,740
Langendorf United Bakeries, Inc	63,546
Grove Laboratories, Inc	60,954
Chatham Mfg. Co	55,488
Sun Oil Company	41,076
Wilson Sporting Goods Co	35,687
Botany Worsted Mills	35,588
Rainier Brewing Co	34,122
Lyon Van & Storage Company	29,088
The Mentholatum Company	26,052
Peter Fox Brewing Co	24,042
American Home Products Corp	24,012
S. A. Moffett Company	23,010
Seaboard Finance	21,854
Austin Studios	20,384
Barron-Gray Packing Co	15,860
John H. Breck, Inc	15,042
Northwestern Yeast Co	14,148
Beklns Van & Storage	13,110
J. A. Folger & Company	11,594
Washington State Apple Commission	11,085
Eastern Columbia Outfitting	10,851
Resinol Chemical Company	10,315
Union Ice Company	10,260
Denalon Company, Inc	10,089
Washington Co-Operative Egg & Poultry Assn.	9,317
Nash-Kelvinator Corp	8,935
Garrett & Co., Inc	8,400
Corley Diet Food Company	7,370
Wilco Company	6,840
Red-ee Foods	6,669
Shellmar Products	5,910
Horace E. Dodge Boat & Plane Corp.	5,765
Kerr Glass Mfg. Corp	5,472
Bu-Tay Products Company	4,608
Beneficial Casualty Company	4,246
Kelite Products, Inc	4,122
Chicago, Burlington & Quincy Railroad	3,918
The Soil-Off Mfg. Co	3,675
Pacific Guano Company	3,146
Ferry-Morse Seed Co	3,074
Diesel-Wemmer-Gilbert Corp	2,700
Peter Paul Inc	820
Total	$10,914,629
Political	411,500
	$11,356,129

Columbia Broadcasting System 1944 Sponsor Expenditure

General Foods Corp.	$ 5,537,409
Lever Brothers Co	4,842,781
Procter and Gamble Co	4,348,795
American Home Products Corp	3,215,834
William Wrigley Jr., Co	2,386,781
Sterling Drug, Inc	2,307,314
R. J. Reynolds Tobacco Co	1,912,727
Standard Brands, Inc	1,872,575
General Electric Co	1,635,957
Colgate-Palmolive-Peet Co.	1,627,423
Campbell Soup Co	1,576,473
Liggett & Myers Tobacco Co	1,520,922
Philip Morris & Co., Ltd	1,412,707
U. S. Rubber Co	1,306,719
General Mills, Inc	1,169,433
American Tobacco Co	1,037,713
Owens-Illinois Glass Co	964,919
B. F. Goodrich Co	963,025
E. R. Squibb & Sons	891,002
Johns-Manville Corp.	863,730
Texas Co.	811,940
Pet Milk Sales Co	800,350
Eversharp, Inc.	782,443
Chrysler Corp.	782,064
Quaker Oats Co	780,013
Emerson Drug Co	772,800
P. Lorillard Co	771,509

Currently Producing —

ELEVEN	**— 15-min.**	**weekly**	**NBC**	**(Western)**
SIX	**— 15-min.**	**weekly**	**Mutual**	**(Western)**
ONE	**— 30-min.**	**weekly**	**Mutual**	**(TC)**
FIVE	**— 30-min.**	**weekly**	**Blue**	**(TC)**
ONE	**— 30-min.**	**weekly**	**Blue**	**(Western)**

We know of no other WESTERN advertising agency producing 24 network programs per week — 52 weeks in the year.

RAYMOND R. MORGAN COMPANY

6362 Hollywood Blvd., Hollywood, California

Celanese Corp. of America	756,093
Lady Esther, Ltd.	754,317
Bourjois, Inc.	716,868
Pabst Sales Co.	712,107
Continental Baking Co.	705,288
Chesebrough Mfg. Co.	656,706
Electric Companies Adv. Program	651,921
Prudential Insurance Co. of America	620,105
Schenley Products Co.	571,158
Gulf Oil Corp.	556,261
Anchor Hocking Glass Corp.	544,677
Roma Wine Co.	530,274
Coca-Cola Co.	520,720
Parker Pen Co.	516,616
Corn Products Refining Co.	496,428
Lewis-Howe Co.	465,264
Noxzema Chemical Co.	438,167
Pacific Coast Borax Co.	432,990
International Silver Co.	420,106
U. S. Tobacco Co.	411,504
Southern Cotton Oil Co.	407,566
Armstrong Cork Co.	403,395
Servel, Inc.	382,358
Goodyear Tire & Rubber Co., Inc.	380,702
J. B. Williams Co.	345,800
Cream of Wheat Corp.	337,499
Minneapolis-Honeywell Regulator Co.	334,626
Cudahy Packing Co.	330,991
Johnson & Johnson	311,340
Armour & Co.	295,792
Vick Chemical Co.	294,020
American Oil Co.	285,092
Admiral Corp.	259,435
Curtiss Candy Co.	257,975
Mennen Co.	256,198
P. Ballantine & Sons	233,316
Ballard & Ballard Co.	226,575
Lockheed Aircraft Corp.	224,583
Bowey's, Inc.	218,456
Pillsbury Mills, Inc.	214,304
Englander Co.	165,750
Gillette Safety Razor Co.	161,387
Democratic National Committee	148,999
Allegheny-Ludlum Steel Corp.	148,512
Republican National Committee	131,414
Los Angeles Soap Co.	117,086
Welch Grape Juice Co.	110,027
Manhattan Soap Co.	105,912
C. F. Mueller Co.	99,396
Planters Nut & Chocolate Co.	91,563
Joseph Tetley & Co., Inc.	68,569
Miles California Co.	61,425
Campana Sales Corp.	58,634
Hudson Coal Co.	52,760
Signal Oil Co.	49,255
Elgin National Watch Co.	47,968
Soil-Off Mfg. Co.	41,850
John Morrell & Co.	40,880
Western Sugar Refining Co.	38,961
Bekins Van & Storage Co.	38,281
Peter Paul, Inc.	36,972
Grove Laboratories, Inc.	34,591
"42" Products, Inc.	32,020
Business Men for Roosevelt, Inc.	30,812
Plough, Inc.	29,342
Socony-Vacuum Oil Co., Inc.	28,890
Hunt Bros. Packing Co.	28,051
One Thousand Club of the United States of America	25,636
Colonial Dames, Inc.	25,283
Packard Bell Co.	25,272
Ben Hur Products, Inc.	22,869
Andrew Jergens Co.	21,411
Yellow Cab Co.	20,706
McKesson & Robbins, Inc.	19,596
United Air Lines Transport Corp.	18,954
Lamont, Corliss & Co.	18,252
Calif. Prune & Apricot Growers Assn.	16,432
Maryland Pharmaceutical Co.	15,871
W. Atlee Burpee Co.	12,892
Consolidated Royal Chemical Co., Inc.	11,792
Pacific Greyhound Lines, Inc.	11,583
Washington Coop. Egg & Poultry Assn.	11,357
Dwight Edwards Co.	10,721
Philco Corp.	10,216
Hoffman Radio Corp.	10,179
Democratic State Committee of N. Y.	10,121
Kay Jewelry Co.	10,018
Barbasol Co.	7,917
Herman Basch & Co.	7,722
Johnstone Drug Sales Co.	7,540
Wilshire Oil Co.	7,308
Coldstream Products Co.	6,699
Miscellaneous	51,975
Grand Total	$66,791,319

Mutual Broadcasting System 1944 Sponsor Expenditures

Sinclair Refining Co.	$ 1,301,917
R. B. Semler, Inc.	1,115,708
Kellogg Co.	1,000,739
Metro-Goldwyn-Mayer, Inc.	981,118
Gospel Broadcasting Assn.	950,309
Zonite Products Corp.	732,127
Mutual Benefit, Health & Accident Assn.	677,121
Pharmaco, Inc.	676,310
Bayuk Cigars, Inc.	667,865
Gillette Safety Razor Co.	512,590
American Cigarette & Cigar Co., Inc.	530,585
Campana Sales Co.	499,862
Clark Bros. Chewing Gum Co.	465,309
Ralston Purina Co.	450,713
Grove Laboratories	438,095
Lutheran Laymen's League	425,177
Serutan Co.	395,263
Employers' Group Insurance Co. of Boston, Mass.	388,912
Barbasol Co.	352,961
Stokely Bros.-Van Camp, Inc.	321,993
Dubonnet Corp.	295,390
Petri Wine Co.	294,700
Radio Bible Class	290,455
General Cigar Co., Inc.	277,961

"AMERICA'S GRAND HOSTESS"
EUGENIA CLAIR

KMTR
3:15 P.M., P.W.T.

Veterans of Foreign Wars
of the United States
American Gold Star Mothers

Voice of Prophecy, Inc.	276,009
Lumberman's Mutual Casualty Co.	261,553
Helbros Watch Co.	215,563
Young People's Church of the Air	211,190
Lewis-Howe Co.	206,668
Chef-Boy-Ar-Dee Quality Foods, Inc.	196,669
Wesley Radio League	185,168
Emerson Radio & Phonograph Corp.	182,183
Conti Products Corp.	180,636
Duffy-Mott Co., Inc.	161,198
Frank H. Lee Co.	141,584
George W. Luft & Co.	138,567
Formfit Co.	115,825
Nat'l Small Business Men's Assoc.	100,596
Wilson Sporting Goods Co.	83,509
Delaware, Lackawanna & Western Coal Co.	80,109
Beaumont Co.	75,430
Allegheny Ludlum Steel Corp.	74,350
Carey Salt Co.	70,433
Union Pacific Railroad	69,531
Knox Co.	68,381
Gotham Hosiery Co., Inc.	62,380
Waltham Watch Co.	59,829
Reichhold Chemicals, Inc.	59,241
Acme White Lead & Color Works	56,374
Boots Aircraft Nut Corp.	52,221
Goodyear Tire & Rubber Co.	42,379
Maryland Pharmaceutical Co.	41,496
Chesapeake & Ohio Railway Co.	41,206
Table Products, Inc.	36,324
Miss Swank, Inc.	31,184
American Bird Products, Inc.	20,642
Sherwood Bros., Inc.	20,161
Coronet Magazine	19,467
Hartz Mountain Products	14,933
W. L. Douglas Shoe Co.	9,920
Loyal Order of the Moose	9,314
Rust Craft Publishers, Inc.	7,925
Shipstead & Johnson	3,726
Political Advertisers	421,422
Locally Sponsored Shows	1,260,638
Total	$19,533,650

National Broadcasting Company 1944 Sponsor Expenditures Not Available

Blue Network Company 1944 Gross Monthly Billings

January	$ 2,895,700
February	2,799,504
March	3,080,398
April	3,161,738
May	3,327,599
June	3,172,018
July	3,366,504
August	3,188,298
September	3,629,402
October	4,211,581
November	4,082,115
December	4,138,212
Total	*$41,356,129

* Includes $411,500 for Political Sales.

Columbia Broadcasting System Gross Monthly Billings, 1944

January	$ 5,658,968
February	5,356,893
March	5,801,569
April	5,650,663
May	5,818,018
June	5,204,782
July	5,369,338
August	5,321,917
September	5,386,014
October	5,795,790
November	5,577,354
December	5,819,983
Total	$66,791,319

Gross Monthly Billings Mutual Broadcasting System

January	$ 1,760,317
February	1,605,839
March	1,807,031
April	1,675,609
May	1,525,276
June	1,521,703
July	1,511,393
August	1,501,391
September	1,517,329
October	1,911,010
November	1,625,567
December	1,535,155
Total	$19,533,650

National Broadcasting Company Gross Monthly Billings Not Available

Spot Sales, inc.

NEW YORK

LOREN L. WATSON

400 MADISON AVENUE

ELdorado 5-5040

CHICAGO:

360 N. MICHIGAN AVENUE

Franklin 8520

SAN FRANCISCO

THIRD AND MARKET STREETS

Exbrook 3558

HOLLYWOOD:

HOLLYWOOD BLVD. AT COSMO

Hollywood 8318

☆ Radio Station Representatives ☆

JAMES L. ALEXANDER

Toronto—Concourse Bldg., James L. Alexander, Manager.....Adelaide 9594

Montreal—Drummond Bldg., Frank Lewis, Manager.....Harbour 6448

Stations—CKPC, Brantford, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CKTB, St. Catherines, Ont.; CJFX, Antigonish, N. S.

ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg. .....M 7691

H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.

Montreal—Dominion Square Bldg., B. Hall.....Lancaster 6400

Toronto—Victory Bldg., G. F. Herbert.....Elgin 2464

Winnipeg—Electric Railway Chambers, P. H. Gayner..... 96-861

Vancouver—198 W. Hastings St., J. E. Baldwin.....Marine 9542

Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CKRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland; CJLS, Yarmouth, N. S.; CHWK, Chilliwack, B. C.; CKFI, Fort Frances, Ont.

ASSOCIATED BROADCASTING CO., LTD.

Montreal—Dominion Square Bldg. .....Belair 3325

M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; R. J. Meyer, Sales Director; S. Vineberg, Program Director; J. O. Denis, French Director; J. Feldman, Recording Department; R. O. Stevenson, Manager of Syndicated Transcription Department.

Toronto—199 Bay St. .....Adelaide 3248

M. R. Raymond, Mgr., K. H. Gregory, Sales Mgr.

BERTHA BANNAN

(New England Representative)*

Boston—533 Little Bldg., Bertha Bannan; L. H. Morello, Secretary.....HUBbard 4370

Stations—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WRDO, Augusta, Me.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WKNE, Keene, N. H.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.; Connecticut State Network.

*Stations represented on a regional basis in New England only.

WALTER BIDDICK COMPANY

Los Angeles—568 Chamber of Commerce Bldg. (24).....Richmond 6184

Walter Biddick, President; M. Cornell, Vice-President; G. M. Biddick, George Link, Salesmen.

Stations—KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KLS, Oakland, Calif.; KHUB, Watsonville, Calif.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WIBX, Utica, N. Y.; KSRO, Santa Rosa, Calif.; WIND, Gary, Ind.; KFAD, Nampa, Idaho; KCKN, Kansas City, Mo.

IF it's *Spot* RADIO

These Stations in These Markets are Your Best Dollar Values

Boston	WMEX	Independent
Charleston	WGKV	NBC
Denver	KVOD	Blue
Grand Rapids	WLAV	Blue
Los Angeles	KPAS	Independent
Macon	WBML	Blue
New Orleans	WNOE	Mutual
Monroe	KNOE	NBC
Oakland	KLX	Independent
Port Arthur	KPAC	Mutual
Pueblo	KGHF	Blue
Rochester	WSAY	Mutual
Rutland	WSYB	Mutual
Sacramento	KROY	Columbia
Salt Lake City and Ogden	KLO	Mutual
Spokane	KFIO	Mutual
Tacoma	KMO	Mutual
Tulsa	KOME	Blue & Mutual
Waterbury	WBRY	Columbia
Wenatchee	KPQ	Blue
Yakima	KIT	Mutual

Intermountain Network All Mutual

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Detroit—802 Fisher Bldg.....Trinity 2-7000
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THE KATZ AGENCY, INC.

New York City—500 Fifth Avenue ..... WIsconsin 7-8620
G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Vice-President & Sales Manager; A. Doris, Vice-President; S. R. Rintoul, M. S. Kellner, D. H. Denenholz, M. J. Flynn, H. R. Goldberg, Martin Beck, J. T. Ott, M. O'Mara, T. E. Kruglak, W. S. Wright, S. A. Machcinski.

Chicago—307 N. Michigan Avenue ..... Central 4006
G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, David H. Decker, Roy Miller, Frank B. Heib.

Detroit—General Motors Bldg. ..... Trinity 2-7685
Ralph Bateman, Manager; W. J. Davis.

Kansas City—Bryant Bldg. ..... Victor 7095
W. K. Bailey, Manager, Charles Eatough.

Atlanta—22 Marietta Street Bldg. ..... Walnut 4795
Fred M. Bell, Manager, Charles Coleman.

Dallas—Republic Bank Bldg., Frank Brimm ..... Central 7936

Los Angeles—530 W. 6th Street ..... Tucker 3219
Thomas Ray, Mgr.

San Francisco—Monadnock Bldg. ..... Sutter 7498
Richard S. Railton, Manager.
Stations—KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WDAE, Tampa, Fla.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOC, Savannah, KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WTAD, Quincy, Ill.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; WWL, New Orleans, La.; WLAW, Lawrence, Mass.; KGHL, Billings, Mont.; WKRC, Cincinnati, Ohio; WWNC, Ashville, N. C.; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; USIX, Nashville, Tenn.; KUTA, Salt Lake City, Utah; WISN, Milwaukee, Wisc.; WOL, Washington, D. C.; WHOM, New York, N. Y.; WCOP, Boston, Mass.

JOHN KEATING

Portland, Ore.—616 Studio Bldg. (5) ..... BEacon 4107

Seattle—318 Douglas Bldg., (1) ..... Elliott 3300
R. G. Chastain, James McLoughlin, Manager.
Stations—KIDO, Boise, Ida.; KRLC, Lewiston, Ida.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KLBM, La Grande, Ore.; KOOS, Marshfield, Ore.; KMED, Med-

ford, Ore.; KWRC, Pendleton, Ore.; KRNR, Roseberg, Ore.; KSLM, Salem, Ore.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KEVE, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KMO, Tacoma, Wash.; KUJ, Walla Walla, ash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; KOL, Seattle, Wash.; KHQ, Spokane, Wash.; KGA, Spokane, Wash.

RAY LINTON & CO.*

New York City—1 E. 42nd Street.....MUrray Hill 2-1809
Ray Linton, Owner; Blanche Horowitz, Secretary.
Chicago—360 N. Michigan Avenue.....State 6662
Harold Higgins, Mgr.

* *This firm did not answer questionnaire.*

MACK RADIO SALES CO.

Camden, N. J.—18th Floor, City Hall.....Camden 0907 or 4523
L. M. Maxwell, Sales Manager.
Stations—WCAM, Camden, N. J.

JOSEPH HERSHEY McGILLVRA, INC.

New York—366 Madison Avenue (17).....MUrray Hill 2-8755
Joseph H. McGillvra, President; Eugene H. Kraemer, Albert A. Cormier, N. P. Colwell.
Chicago—35 East Wacker Drive (1).....State 5282
Jack Stewart, Manager; Robert S. Russell, Jack Kamsler.
Los Angeles—448 South Hill Street (13).....Michigan 0921
Forrest Pearson, Lee Willson.
San Francisco—627 Mills Building (4).....Sutter 1393
Duncan A. Scott, Dorothy Hill, Maxwell J. Hunter.
Stations—KLX, Oakland, Calif.; KPAS, Pasadena (Los Angeles), Calif.; KROY, Sacramento, Calif.; KVOD, Denver, Colo.; WBRY, Waterbury, Conn.; WBML, Macon, Ga.; WNOE, New Orleans, La.; WMEX, Boston, Mass.; WLAV, Grand Rapids, Mich.; KCMO, Kansas City, Mo.; WOV, New York, N. Y.; WSAY, Rochester, N. Y.; KOME, Tulsa, Okla.; KPAC, Port Arthur, Texas; KVNU, Logan, Utah; KLO, Ogden, Utah; KEUB, Price, Utah; KOVO, Provo, Utah; WSYB, Rutland, Vt.; KMO, Tacoma, Wash.; KIT, Yakima, Wash.; KPQ, Wenatchee, Wash.; WGKV, Charleston, W. Va.; KFIO, Spokane, Wash.; KNOE, Monroe, La.; KID, Idaho Falls, Idaho; KVRS, Rock Springs, Wyo.; KGHF, Pueblo, Colo.; CKLW, Detroit, Mich.
XEW-XEQ, Mexico City, Mexico; RHC-Cadena Azul, Havana, Cuba.
CJCJ, Calgary, Alta.; CJOR, Vancouver, B. C.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CHML, Hamilton, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CHOV, Pembroke, Ont.; CKTB, St. Catharines, Ont.; CFRB, Toronto, Ont.; CKLW, Windsor, Ont.; CHLP, Montreal, Que.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, ue.; CJBR, Rimouski, Que.; CJRL, Kenora, Ont.; CKRM, Regina, Sask.; CJGX, Yorkton, Sask.; CJCH, Halifax, N. S.; CFBR, Brockville, Ont.

J. P. McKINNEY & SON

New York City—30 Rockefeller Plaza, N. L. O'Brien.....CIrcle 7-1178
Chicago—400 N. Michigan Avenue.....Superior 9866
Los Angeles—6362 Hollywood Blvd.....Granite 9596
Homer Griffith, Manager.
San Francisco—681 Market St., R. J. Bidwell, Manager.....Garfield 5512
Stations—WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

NATIONAL BROADCASTING COMPANY

(National Spot and Local Sales Division)

New York City—30 Rockefeller Plaza.....CIrcle 7-8300
James V. McConnell, National Manager; W. O. Tilenius, W. C. Roux, Asistant Managers.
Boston—Hotel Bradford, 5E. Kettell.....Hancock 4261

Cleveland—815 Superior Ave., N. E., Donald G. Stratton.....Cherry 0942

Chicago—Merchandise Mart .....Superior 8300
Oliver Morton, Manager.

Denver—1625 California Street, James R. MacPherson..... .....Main 6211

Hollywood—Sunset & Vine, Don Norman.....Hollywood 6161

San Francisco—Taylor & O'Farrell Sts., C. Nielson..... ..Sutter 1920

Washington, D. C.—Trans-Lux Bldg., Mahlon Glascock.....Republic 5400
Stations—KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO-WGL (until 1/45), Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEAF, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.

NATIONAL BROADCAST SALES LTD.

Toronto—25 King Street, West.....ELgin 1165
Roy H. Thomson, President; R. A. Leslie, Toronto Office Manager.

Montreal—660 St. Catherines St., West.....Harbour 3051
Roy Hoff, Manager.
Stations—CKEY, Toronto, Ont.; CJAD, Montreal, Que.; CJCH, Halifax, N. S.; aCKWS, Kingston, Ont.; CHEX, Peterborough, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CHAD, Amos, Que.; CFPA, Port Arthur, Ont.

NEW ENGLAND RADIO ADVERTISING COMPANY

Boston—507 Statler Building.....Hubbard 3225

NORTHERN BROADCAST SALES

Toronto—Bank of Commerce Bldg.....Elgin 1165
R. A. Leslie, Manager; N. D. Brown, C. E. Wingrove.

Montreal—310 Keefer Bldg.....HArbour 3051
Roy Hoff, Manager.
Stations—CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn-Noranda, Que.; CKVD, Val D'Or, Que.; CHAD, Amos (Northern Quebec B'casting System).

NORTHWEST RADIO ADVERTISING CO.*

Seattle—American Bldg. .....Elliot 5488
Edwin A. Kraft, General Manager; W. L. Paul, Assistant Manager.

** Did not answer questionnaire.*

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

New York City—330 Madison Avenue, (17), E. Bernald, Manager.....MUrray Hill 2-0811

Chicago—228 North La Salle St., F. R. Jones, Manager.....State 5096

Cleveland—1635 East Twenty-Fifth St., Alonzo Hawley.....Prospect 2922

Hollywood—6362 Hollywood Blvd., H. O. Griffith.....Granite 1726

San Francisco—681 Market St., S. P. LaDue.....Douglas 4475

Seattle—White Bldg., Hal Pearce.....Main 6626

Stations: Argentina: Red Argentina de Emisoras Splendid (11-station network) Bolivia: CP2, La Paz; British Guiana: ZFY, Georgetown; Chile: Cooperativa Vitalicia (7-station network); Columbia: Radio Continental (4-station network); Costa Rica: TIPG, San Jose; Dominican Republic: HIN, Ciudad Trujillo; Ecuador: HCIBF, Quito and HCRB, Guayaquil; El Salvador: YSP, San Salvador; Guatemala: TGW, Guatemala City; Haiti: HHW and HHBM, Port-au-Prince; Honduras: HRN, Tegucigalpa; Nicaragua: YNPS-YNDS, Managua; Panama: HP5J-HP6J, Panama City; Paraguay: ZP9-ZP1, Ascuncion; Peru: Compania Peruana de Radiodifusion (7-

station network) and OAX4A-OAX4T-OAX4Z, Lima; Puerto Rico: WIAC, San Juan; Montevideo; Venezuela: YV5RA-YV5RN, Caracas and YVIRA-YVIRV and YVIRK-YVIRL, Maracaibo; Newfoundland; VONF-VONG-VONH, St. Johns; KFQD, Ankorage, Alaska.

JOHN E. PEARSON COMPANY

Chicago—360 N. Michigan Avenue.....FRanklin 2359
John E. Pearson, Owner; Kay Fisher, Sales; Suzanne Masterson, Office Manager; Agnes Terrace, Secretary.

New York—250 Park Ave.....PLaza 8-2255
Hines H. Hatchett, Manager; John McSweeney, Salesman; Kay Kane, Office Mgr.; Florence Albus, Secretary.

Kansas City, Mo.—Dierks Bldg.....Grand 2144
Christine Mitchell, Secretary.
Stations—WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KDTH, Dubuque, Ia.; KSAL, Salina, Kans.; WEW, St. Louis, Mo.; KWTO, Springfield, Mo.; WLOL, St. Paul, Minn.; WIND, Chicago, Ill.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KGKL, San Angelo, Texas; KPLT, Paris, Texas; KBST, Big Spring, Texas; KRBC, Abilene, Texas; KCMC, Texarkana, Texas; WHBL, Sheboygan, Wisc.; KATE, Albert Lea-Austin, Minn.; KYSM, Mankato, Minn.; KFVS, Cape Giradeau, Mo.; KHMO, Hannibal, Mo.; WKRO, Cairo, Ill.; WSPB, Sarasota, Fla.; KOAM, Pittsburgh, Pa.; WBIR, Knoxville, Tenn.; KTEM, Temple, Tex.; KCMO, Kansas City, Mo.; KWNO, Winona, Minn.; KWOC, Poplar Bluffs, Mo.; WINK, Ft. Myers, Fla.; WOV, New York, N. Y.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.; KGKB, Tyler, Tex.; WLAK, Lakeland, Fla.; WLAP, Lexington, Ky.; KCRC, Enid, Okla.; KRRV, Sherman, Tex.; KVWC, Vernon, Tex.; Southern Minnesota Radio Network.

JOHN H. PERRY ASSOCIATES

New York—310 East 45th St., (17).....MUrray Hill 4-1647
William K. Dorman, Manager; W. T. Kelly, W. T. Reither.

Chicago—122 S. Michigan Avenue, O. J. Ranft, Manager.....Harrison 8085

Detroit—7338 Woodward Avenue, J. J. Higgins, Manager.....Madison 0790

Atlanta—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Manager.....Walnut 1334

Philadelphia—12 South 12th St., Robert Hitchings, Manager.....Walnut 3555
Stations—WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.

EDWARD PETRY & COMPANY, INC.

New York City—17 East 42nd Street.....MUrray Hill 2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ringgold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, John Harrington, James O. Parsons, Jr., Max Everett.

Chicago—400 N. Michigan Avenue.....Delaware 8600
Edward Voynow, Vice-President; John Ashenhurst, Robert Boneil, James L. Thompson, Irvin Gross, Buell Herman.

Detroit—General Motors Bldg.....Madison 1035
William Cartwright.

San Francisco—Russ Bldg., Earle H. Smith.....Garfield 4010

Los Angeles—601 W. 5th Street, Chester Matson.....Michigan 8729

St. Louis—Shell Bldg., George Kercher.....Chestnut 7191
Stations—KARK, Little Rock, Ark.; KARM, Fresno, Cal.; KFI, Los Angeles, Calif.; KQW, San Francisco, Calif.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WAAB, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KFAB, Lincoln, Nebr.; KOIL, Omaha, Nebr.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; KGKO, Ft. Worth-Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spokane, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Texas Quality Network; Yankee Network, KFOR, Lincoln, Neb.; KTBS, Shreveport, La.

RALPH L. POWER

(Australian Representative)

Los Angeles—405-7 Van Nuys Bldg. (14).....Madison 5617
Station—Representation of stations in Australia, New Zealand and South Africa.

RADIO ADVERTISING CO.

New York—521 Fifth Avenue (17).....MUrray Hill 2-2170-1
Louis J. F. Moore, Manager.

Chicago—333 N. Michigan Avenue (1).....Central 1742-3
M. J. McGeehan, Manager.

Detroit—28 W. Adams Ave. (26), Robert Baines, Mgr.....Cherry 8321

San Francisco—Russ Bldg. (4), David H. Sandeberg, Manager.....Exbrook 2093

Los Angeles—707 South Hill St. (14), J. Leslie Fox.....Vandike 1901
Stations—KROC, Rochester, Minn.; WJNO, W. Palm Beach, Fla.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; WKAT, Miami Beach, Fla.; WAAT, Newark, N. J.; WHKK, Akron, O.

RADIO CENTRE LIMITED

Toronto—74 Wellington St., West.....WAverly 2036
D. Spencer Grow, Manager.
Station—CJCJ, Calgary, Alberta.

RADIO REPRESENTATIVES, LTD.

Toronto—4 Albert Street.....WAverly 6151
J. Slatter, General Manager.

Montreal—337 Dominion Square Bldg., W. Dippie, Mgr.....HArbour 7811
Stations—CFCN, Calgary, Alta.; CJCJ, Calgary, Alta.; CFRN, Edmonton, Alta.; CKNW, New Westminister, B. C.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CHGS, Summerside, P. E. I.; CKCH, Hull, Que.; CKCV, Quebec City, Que.; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.; CFQC, Saskatoon, Sask.

RADIO SALES

(The SPOT Broadcasting Division of the Columbia Broadcasting System)

New York—485 Madison Avenue.....Wickersham 2-2000
Howard S. Meighan, Eastern Sales Manager; E. J. Heerdt, Jr., Sales Service Manager; Chas. H. Smith, Supervisor of Research; Dick Dorrance, Promotion Director; Alice Santti, Mgr., Clearance Dept.; Herbert A. Carlborg, G. R. Dunham, Jr., Wilbur Edwards, A. H. Flaten, Don Miller, Roy F. Shults, George L. Moscovics, Gordon Owen.

Chicago—410 N. Michigan Avenue.....Whitehall 6900
J. Kelly Smith, General Sales Manager; Roger Huston, Western Sales Manager; Sangstrom Hettler, Ted McLoney, J. M. Ward, Wm. Parker.

St. Louis—Mart Bldg., Carter Ringlep, Sales Manager.....Central 8240

Charlotte, N. C.—Wilder Bldg., Royal Penny, Sales Manager.....Charlotte 3-8833

San Francisco—Palace Hotel.....Yukon 1700
Ole G. Morby, Sales Manager for Northern California & the Northwest.

Los Angeles—Columbia Square.....Hollywood 1212
Meredith Pratt, Sales Manager for Southern California.
Stations—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WTOP, Washington, D. C.; WBBM, Chicago, Ill.; WEEI, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; Columbia California Network; Columbia New England Network; Columbia Pacific Network.

WILLIAM G. RAMBEAU COMPANY

Chicago—360 N. Michigan Ave.....Andover 5566
William G. Rambeau, Owner; Mary S. Rudd, John R. Livingston, Ila Shaw.
New York City—Chanin Bldg.....LExington 2-1820
Paul S. Wilson, Manager; Helen Shatsick, Dorothy P. Phillips.
Los Angeles—5833 Fernwood Ave., Fred L. Allen, Manager.....Granite 3636
Stations—KTKC, Visalia, Calif.; KFMB, San Diego, Calif.; KJBS, San Francisco, Calif.; KMYR, Denver, Colo.; WNAB, Bridgeport, Conn.; WATR, Waterbury, Conn.; KBUR, Burlington, La.; WJEJ, Hagerstown, Md.; WDSM, Duluth-Superior, Minn.; WDGY, Minneapolis, Minn.; WIL, St. Louis, Mo.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WHEB, Portsmouth, N. H.; WRAW, Reading, Pa.; WHBQ, Memphis, Tenn.; KEVR, Seattle, Wash.; KFWB, Los Angeles, Calif.; KBON, Omaha, Neb.; KFUN, Las Vegas, N. M.; WFCI, Pawtucket, R. I.; WTSP, St. Petersburg, Fla.; WCLO, Janesville, Wisc.; KBIZ, Ottumwa, Ia.; WNBH, New Bedford, Mass.; WOCB, Cape Cod, Mass.; WTAW, College Station, Tex.

PAUL H. RAYMER CO.

Chicago—435 N. Michigan Avenue (11).....Superior 4473
Paul H. Raymer, Walter I. Tenney, Richard F. Kopf, Alan H. Schroeder.
New York—366 Madison Avenue (17).....MUrray Hill 2-8689
Fred C. Brokaw, Peirce L. Romaine, Paul Tiemer, Garfield C. Packard.
Detroit—28 W. Adams St. (2), Robert B. Rains.....Cherry 8321
San Francisco—Russ Bldg. (4), David H. Sandeberg.....Exbrook 2093
Los Angeles—707 South Hill St. (14), J. Leslie Fox, Walter O. Miles.....Vandike 1901
Stations—WBRC, Birmingham, Ala.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KERN, Bakersfield, Calif.; KXO, El Centro, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL, Wilmington, Del.; WSBT, South Bend, Ind.; KWFT, Wichita Falls, Kans.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD, Grand Rapids, Mich.; KWK, St. Louis, Mo.; WHK, Cleveland, Ohio; KOH, Reno, Nev.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WKBN, Youngstown, Ohio; KEX, Portland, Ore.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WRVA, Richmond, Va.; KJR, Seattle, Wash.; Arizona Broadcasting Co.; McClatchy Bee Line; Tri-Penn Group; WJJD, Chicago, Ill.; WSAI, Cincinnati, O.; WINS, New York, N. Y.; WCAU, Philadelphia, Pa. (Pacific).

REGIONAL RADIO SALES COMPANY

Chicago—360 N. Michigan Avenue.....Central 6595
George Clifford, Partner.
Milwaukee—231 W. Wisconsin.....Br. 2579
Myles H. Johns, Sr., Partner; Winifred Land, assistant to Mr. Johns.
Stations—WOSH, Oshkosh, Wisc.; WRJN, Racine, Wisc.; WOMT, Manitowoc, Wisc.; WIGM, Medford, Wisc.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.;WHAT, Philadelphia, Pa.

VIRGIL REITER & CO.

Chicago—400 N. Michigan Ave. (11).....Superior 5072
Virgil Reiter, Jr., Owner.
Stations—WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.

"RHC—CADENA AZUL"

New York—220 West 42nd Street.....WIsconsin 7-1166
Humberto D. Gonzalez, U. S. Representative.
Stations—Long Wave: CMAN, Pinar Del Rio, Cuba; CMCY, Habana, Cuba; CMHI, Santa Clara, Cuba; CMJN, Camaguey, Cuba; CMKV, Holguin, Cuba; CMKN, Santiago de Cuba, Cuba; Short Wave: COCY, Habana, Cuba; COHI, Santa Clara, Cuba. Note—All these stations are owned by the Cuban Blue Network, RHC Cadena Azul, (affiliated with the Columbia Broadcasting System).

SEARS & AYER, INC.

Chicago—612 N. Michigan Ave.....Superior 8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.
New York City—295 Madison Ave., P. Joseph Bogner, Jack Martin.....LExington 2-0772
Kansas City—15 W. 10th St., Wm. Temple, Mgr.....Victor 0021

Hollywood—6362 Hollywood Blvd., Homer Griffith, Mgr.....Granite 6113
San Francisco—681 Market St., Edith Olson.....Douglas 4475
Portland—Studio Bldg. (5), James McLoughlin, Mgr.....Beacon 4107
Seattle—318 Douglas Bldg., R. G. Chastain, Mgr.....Elliot 3300
Stations—WHMA, Anniston, Ala.; WJBY, Gadsden, Ala.; WMOB, Mobile, Ala.; WMSD, Muscle Shoals, Ala.; WHBB, Selma, Ala.; WKEU, Griffin, Ga.; WMTV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; KTSW, Emporia, Kans.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WPAD, Paducah, Ky.; WHDF, Calumet-Houghton, Mich.; WJMS, Ironwood, Mich.; WGCM, Biloxi-Gulfport, Miss.; WCBI, Columbus, Miss.; WFOR, Hattiesburg, Miss.; KWOS, Jefferson, Mo.; WMBH, Joplin, Mo.; WTMV, East St. Louis, Ill.; WGH, Galesburg, Ill.; WCBS, Springfield, Ill.; KORN, Fremont, Nebr.; KGFW, Kearney, Nebr.; WBTA, Batavia, N. Y.; WLPM, Suffolk, Va.; WATW, Ashland, Wisc.; KDFN, Casper, Wyo.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo.; KWFC, Hot Springs, Ark.; WJBC, Bloomington, Ill.; WROX, Clarksdale, Miss.; WELO, Tupelo, Miss.; KTTS, Springfield, Mo.; WATN, Watertown, N. Y.

SPOT SALES, INC.

New York—400 Madison Avenue.....ELdorado 5-5040
Loren L. Watson, President; Fred Wester, District Manager; Bill Ewing, Acct. Exec.; Griff Thompson, Special Operations.
Chicago—360 N. Michigan Ave.....Franklin 8520
Edgar H. Twamley, District Mgr.; Willie Kissick, Eloise Heath.
San Francisco—5 Third St., John Livingston, Dist. Mgr.....EXbrook 3558
Hollywood—1650 Cosmo St., John Livingston, Dist. Mgr.....Hollywood 8318
Stations—WABI, Bangor, Me.; WCAP, Atlantic City, N. J.; WENT, Gloversville, N. Y.; WGPC, Albany, Ga.; WHB, Kansas City, Mo.; WHYN, Holyoke, Mass.; WMFF, Plattsburgh, N. Y.; WSBA, York, Pa.; WSTV, Steubenville, O.; KBON, Omaha, Neb.; KGER, Long Beach, Cal.; KICA, Clovis, N. M.; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KYA, San Francisco, Cal.; WATL, Atlanta, Ga.; WRBL, Columbus, Ga.; WTBO, Cumberland, Md.; WHDH, Boston, Mass.; WTTM, Trenton, N. J.; WAKR, Akron, Ohio; WCED, DuBois, Pa.; WHJB, Greensburg, Pa.; WKST, New Castle, Pa.; WIBG, Philadelphia, Pa.; KQV, Pittsburgh, Pa.; WMPS, Memphis, Tenn.

STOVIN & WRIGHT

Toronto—1402 Victory Bldg.....ADelaide 9184
H. N. Stovin, Partner; C. W. Wright, Partner; W. Enger, J. Knox, G. Arnot.
Montreal—608 Keefer Bldg., J. R. Pearcey, Mgr.....Plateau 8749
Winnipeg—A. J. Messner, Manager, c/o Radio Station CKY.....Winnipeg 92191
F. Ward, S. L. Irwin.
Stations—CJOR, Vancouver, B. C.; CKLN, Nelson, B. C.; CFPR, Prince Rupert, B. C.; CFAR, Flin Flon, Man.; CKX, Brandon, Man.; CKY, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CFBR, Brockville, Ont.; CHML, Hamilton, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CHPS, Parry Sound, Ont.; CHOV, Pembroke, Ont.; CKLW, Windsor, Ont.; CKAC, Montreal, Que.; CJBR, Rimouski, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CJRL, Kenora, Ont.; CJGX, Yorktown, Sask.

TAYLOR—HOWE—SNODEN RADIO SALES

Amarillo, Texas—Radio Building.....Amarillo 4242
Alex Keese, General Manager; O. L. Ted Taylor, Gene Howe, T. E. Snowden, Partners.
Chicago—360 North Michigan (1), Tom Peterson, Mgr.....State 5260
Dallas—806 Tower Petroleum Bldg., C. Melville, Mgr.....Riverside 5663
Guy Bradford, Assistant Manager.
New York City—19 W. 44th St., Jack Keasler, Mgr.....MU 2-2485
San Francisco—681 Market St. (28).....Garfield 5512
Hollywood—6362 Hollywood Blvd. (28).....Granit 6113
Seattle—2101 Smith Tower.....Elliott 7417
Stations—KGNC, Amarillo, Texas; KFYO, Lubbock, Texas; KTSA, San An-

tonio, Texas; KRGV, Weslaco, Texas; KFDM, Beaumont, Texas; KTOK, Oklahoma City, Okla.; KRMD, Shreveport, La.; The Lone Star Chain; The Oklahoma Network.

WILLIAM M. TEMPLE

Kansas City, Mo.—15 W. Tenth Street.....Victory 0021

TEXAS DAILY PRESS LEAGUE, INC.

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New York—60 East 42nd St., Lowell W. Brown, Manager.....MUrray Hill 6-1788
Chicago—360 N. Michigan Ave., Don B. Milliken, Manager.....Franklin 5241
St. Louis—915 Olive St., Fred J. Wright, Manager.....Chestnut 1965
San Francisco—155 Sansome St., R. J. Birch, Manager.....Davenport 4164

EDWARD S. TOWNSEND COMPANY

San Francisco—Russ Bldg., Edward S. Townsend, Owner.....Exbrook 2164
Stations—WIOD, Miami, Fla.; WOR, New York, N. Y.

TRI-CITY STATIONS OF VIRGINIA

Lynchburg, Va.—Allied Arts Bldg., Philip P. Allen, General Manager.....Lynchburg 3032
Stations—WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roanoke, Va.

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(Foreign Language Representative)*

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*Stations represented for the broadcasting and producing of foreign language programs only.

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Kansas City, Mo.—15 W. 10th St., Wm. Temple.....Victory 0021
Los Angeles—568 Chamber of Commerce Bldg., Walter Biddick.....Richmond 6184
Stations—KFXJ, Grand Junction, Colo.; KFKA, Greeley, Colo.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; WABI, Bangor, Me.; KGIR, Butte, Mont.; WJAG, Norfolk, Nebr.; KGNF, North Platte, Nebr.; KLPM, Minot, N. D.; WICA, Ashtabula, Ohio; KABR, Aberdeen, S. D.; KOTA, Rapid City, S. D.; Z-Bar Net (KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.); WOLF, Syracuse, N. Y.; WBRK, Pittsfield, Mass.; WAIR, Winston-Salem, N. C.; WLBC, Muncie, Ind.; KOCY, Oklahoma City, Okla.; KGBS, Harlingen, Texas;KAWD, Brownwood, Texas; KXL, Portland, Ore.; KFBY, Spokane, Wash.; The Tobacco Network, North Carolina.

WAXELBAUM & CO.

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Detroit—General Motors Bldg., Charles M. Adell, Manager.....Madison 6366
Boston—Statler Bldg., Dana Baird, Manager.....Hubbard 5677
Hollywood—6253 Hollywood Blvd., Lincoln P. Simonds, Manager.....Hillside 8611
San Francisco—Mark Hopkins Hotel, Lincoln P. Simonds, Manager.....Yukon 1899
Stations—KSFO, San Francisco, Calif.; WTIC, Hartford, Conn.; WWDC, Washington, D. C.; WMBR, Jacksonville, Fla.; WSUN, St. Petersburg, Fla.; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WHBU, Anderson, Ind.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WHOT, South Bend, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; KGGF, Coffeyville,

Kan.; KALB, Alexandria, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WORC, Worcester, Mass.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; WFEA, Manchester, N. T.; KGGM, Albuquerque, N. M.; WEBR, Buffalo, N. Y.; WMCA, New York, N. Y.; WWNY, Watertown, N. Y.; WAKR, Akron, O.; WCOL, Columbus, Ohio; WIZE, Springfield, Ohio; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WING, Dayton, Ohio; WERC, Erie, Pa.; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; WDEE, Chattanooga, Tenn.; WRR, Dallas, Texas; KFJZ, Fort Worth, Texas; Texas State Network; WCAX, Burlington, Vt.; WTAQ, Green Bay, Wisc.; New England Regional Network; CFAC, Calgary, Alta.; Marjorie Mills Hour; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; KNOW, Austin, Texas; KTHT, Houston, Texas; KABC, San Antonio, Texas; WACO, Waco, Texas; WKWK, Wheeling, W. Va.

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San Francisco—681 Market St., E. Olson, Mgr.....Garfield 5512
Seattle—318 Douglas Bldg., R. G. Chastain, Mgr.....Elliott 3300
Portland (Ore.)—Studio Bldg., James McLoughlin, Mgr.....Beacon 4107
Stations—WCOV, Montgomery, Ala.; WHBF, Rock Island, Ill.; WDZ, Tuscola, Ill.; WDNC, Durham, N. C.; WPIC, Sharon, Pa.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; WJHL, Johnson City, Tenn.; KROD, El Paso, Texas; WDEV, Waterbury, Vt.; WSVA, Harrisonburg, Va.; WKBH, La Crosse, Wisc.; WIBA, Madison, Wisc.; WEMP, Milwaukee, Wisc.; WAIT, Chicago, Ill.; WHCU, Ithaca, N. Y.; WMAM, Marinette, Wisc.; WSAU, Wausau, Wisc.; WKMO, Kokomo, Ind.; WCOS, Columbia, S. C.; WEBQ, Harrisburg, Ill.; KPHO, Phoenix, Ariz.; KAVE, Carlsbad, N. M.; KUJ, Walla Walla, Wash.
CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.

HELEN WOOD

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Stations—WSRR, Stamford, Conn.; WSNY, Schenectady, N. Y.; WIBX, Utica, N. Y.; Connecticut State Network.

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Adam J. Young, Jr., President; Joanna Scott, Secretary.
Chicago—55 E. Washington Street.....Andover 5448
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Stations—CKLW, Detroit, Mich.; CKX, Brandon, Man., Canada; CHML, Hamilton, Ont.; CJAD, Montreal, Que.; CKAC, Montreal, Que.; CFRB, Toronto, Ont.; CHUM, Toronto, Ont.; CJOR, Vancouver, B. C.; CKY, Winnipeg, Man.

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Managing Editor.....Seymour Berkison
Business Manager.....Walter E. Moss
Sales Manager.....Frank J. Nicht

Press Association, Inc. (Associated Press)

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Assistant General Manager.....Oliver Gramling
Radio News Director.....Tom O'Neil

Radio News Association

New York—521 Fifth Avenue.....MUrray Hill 2-8198
President.....Herbert Moore

Reuters

New York—50 Rockefeller Plaza.....CIrcle 6-3960

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News Editor.....Stanley Burch
Secretary of Accountants.....Sally Ojala
Chief Washington Correspondent.....Paul Scottrankine
Senior Editor.....Robert Vivian

Transradio Press Service, Inc.

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President.....Herbert Moore

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

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—*NEW YORK TIMES*

50 East 42 Street, New York 17, N. Y.

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Listing includes agencies placing network and important spot business during 1944 and those handling larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

AAAA . . . *American Association of Advertising Agencies*
ABC . . . *Audit Bureau of Circulation*
ABP . . . *Associated Business Papers*
ANPA . . . *American Newspaper Publishers' Association*
APA . . . *Agricultural Publishers' Association*
FAAG . . . *First Advertising Agency Group*
NOAB . . . *National Outdoor Advertising Bureau*
OAAA . . . *Outdoor Advertising Association of America, Inc.*
PPA . . . *Periodical Publishers' Association*
PRB . . . *Pacific Recognition Bureau*
SAAA . . . *Southwestern Association of Advt. Agencies*
SNPA . . . *Southern Newspaper Publishers' Association*

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Treasurer.....Edmund S. Goss

Radio Account Placed—WINX, Washington, D. C.

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Phone 32800 & 32809
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First Advertising Agency Group

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Vice-President.....M. T. Miller
Secretary-Radio Director..Alicia G. Smithers
Production Manager.....W. H. Hoxie

Radio Accounts Placed—Southern Dairies, R. F. & P. Railroad, Richmond Maid Mfg. Co., Henry R. Haase Furs, Sydnor & Hundley, Inc.

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ADVERTISERS BROADCASTING CO., INC.

117 West 46th St., New York 19, N. Y.
Phone BRyant 9-1176

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Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Continuity Chief.....Jacob I. Freedman
Scripts & Commercials.....Morris Rivlin
Program Planning.....David M. Hausdorff

Radio Accounts Placed—Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Diamond Crystal Salt, Sanka Coffee, Jell-O Puddings, Baker's Cocoa); Horowitz-Margareten; I. Rokeach & Sons; R. B. Davis Co. (Cocomalt, Davis Baking Powder, Cut-Rite Waxed Paper; San Fay Tissue); Colgate Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbit Co. (Bab-O); Francis H. Leggett Co. (Premier Food Products); American Home Products (Anacin, BiSoDol, Kolynos Tooth Paste and Powder, Old English Household Products, Dexta, New Hair Groom); Best Foods Co. (Heckers' Cream Farina, H-O Oats, Hillman's Mayonnaise); Ralston Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Barbasol Co. (Barbasol Brushless Shaving Cream); Penick & Ford, Ltd. (My-T-Fine Desserts); Ex-Lax, Inc. (E-Lax); Dugan Brothers (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); Breakstone Bros. (Breakstone's Food Products); "The 'Junket' Folks"; General Baking Co. (Bond Bread & Cakes); Florida Citrus Exchange (Florigold Oranges & Grapefruit); Pillsbury Flour Mills Co. (Pillsbury's Farina).

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- "People Are Funny"
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- "Reveille Roundup" *with*
  THE GOLDEN GATE QUARTETTE
  for The Grove Laboratories, Inc.

- "World News Parade" *with*
  MAX HILL
  for W. A. Sheaffer Pen Company

RUSSEL M. SEEDS COMPANY, *Advertising*

Palmolive Building Chicago 11, Illinois

ADVERTISING & SALES COUNCIL, INC.

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Account Placed—O'Sullivan Rubber Co., Inc.

•

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President.....Julia Morris
Radio Accounts Placed—WOR (Iceland and Latin Quarter), WJZ (Follow the Girls), WMCA (Blackstone Hotel, Miami, Fla.).

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Phone Atlantic 4445
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Spot Time Buyer.....Pauline Hagen
Radio Account Placed—Gospel B'casting Assn.

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General Production Mgr.....W. H. Welsh
Time & Space Buyer.....Shirley Peron
Los Angeles Office Mgr.....John T. Bradley
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San Francisco, Cal.
Phone, Douglas 7018
1001 Northern Life Tower
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Asst. Radio Directors.....Ray D. Williams, Lynn Westbury Brown
Traffic .....Jean Gose
Television Director.....Vernon L. Morelock
Branch Office
1050 Canal Bldg., New Orleans, La.
Phone Raymond 0845
Manager .....Walter Winius
Radio Director.....Bill Ryan
Asst. Radio Dir.....Rita White Hennessy
Radio Accounts Placed—Falls City Brewing Co., Jackson Brewing Co., Seven-Up Bottling Co., Jefferson Hotel, St. Louis Dairy Council, Reardon Co., Lion Oil Refining Co., Meyer Bros. Drug Co., American Packing Co., Becker-Bischoff Chemical Co., Merit Clothing Co., Inc., Wenzel Tent & Duck Co.

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Secretary-Treasurer-Time Buyer....Lewis G. Van Akin.
Branch Office
821 15th St., N.W., Washington, D. C.
Phone NA 7142
Radio Accounts Placed—Alexander Smith & Sons Carpet Co. (national spot, F. Schumacher & Co. (national spot), Dry Dock Savings Institution (local).

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Space Buyer.....Angelo Sava
Copy Chief.....H. D. Kline
Marketing Dir. .....Wm. Balog
Radio Accounts Placed — Colonial House Candies, Central Opera House, Times Sq. Motors, David's, Ridd Labs., Inc., Furniture Industry of America.

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Partner .....A. K. Aitkin
Partner .....M. E. Goldman
Radio Director.....D. Langan

Radio Accounts Placed—Stephano Bros.; Phillips Packing Co.; R. M. Hollingshead Corp.

•

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Phone MOhawk 4-8795
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Time Buyer.....Wm. T. Tieman
Program Director.....J. Dennis Molnar

Branch Office

100 Adelaide St., Toronto, Ont., Canada

Radio Accounts Placed — Cuticura, Humphreys, Eno, North American Dye Corp., Scott's Emulsion, "Brylcreem," Phelps Dodge Refining Corp.

•

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Radio Time Buyer-Production.John H. North

Radio Accounts Placed — Chicago Solvay Coke Co., International Harvester Co., McIlhenney Co. (Tabasco), McKenzie Milling Co., Old Colony Beverages, Orange-Crush Co., Williamson Candy Co. (Oh Henry), O-Cedar Corp., Wyler & Co.

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Branch Offices

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 6-0200

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Manager Radio Dept.....Robert Collins
Talent .....Marge Kerr
Comm. Copy Director.....Philip A. Young
Business Manager.....T. J. McDermott
Chief Time Buyer.....Clarence G. Cosby
Radio Publicity.....Wauhillau La Hay
Time Buyer.....Paul Kizenberger
Television Director.....Donald N. McClure
Comm. Films Director..G. David Gudebrod
Producers.....Wallace R. Magill, Les Quailey, J. F. Rourke, Charles A. Herbert, Joseph Ripley
Writers .....Dorothy Zimmer, Jean Williams, Jean E. Bouillet, Ted Byron, Jay H. Smolin, Douglas W. Gibson

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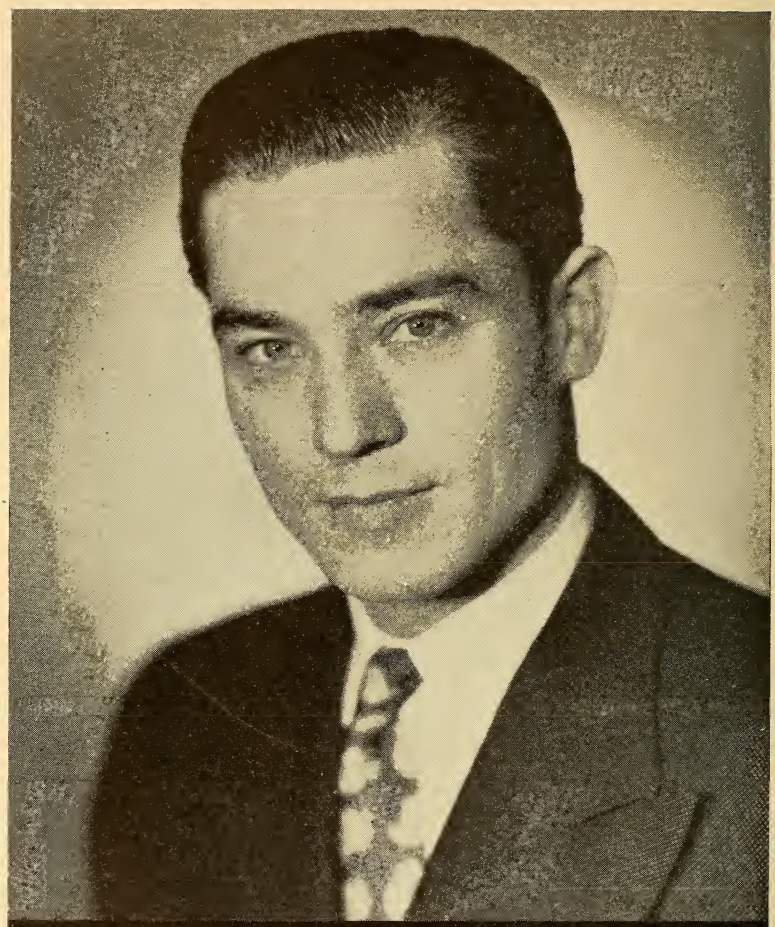
Radio Accounts Placed—Atlantic Refining Co., Bell Telephone System, Cliquot Club Co., Goodyear Engineering Corp., Hawaiian Pineapple Co., Dr. Hess & Clark, Illinois Bell Telephone Co., Kerr Chickeries, Michigan Bell Telephone Co., Electric Companies, Charles E. Hires Co., Wyandotte Chemical Co., United Drug Company.

Television Accounts Placed—Atlantic Refining Co.



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Phone PRospect 4118

Manager.....E. W. Rutledge

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Phone Liberty 3364

Radio Account Placed—American Chicle Co., Denver Chemical Mfg. Co., Wilbur Suchard Chocolate Co.

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Phone WAshington 6854
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Radio Director.....J. F. Higgins
Production Manager.....Roy Runk
Publicity .....George Doherty
Copy.....Miss Clara Crane
Director of Radio & Television
J. F. Higgins
Radio Producer.....J. F. Higgins

Radio Accounts Placed—Widmer's Wine Cellars, Inc., Iroquois Beverage Corp., O'Rourke Baking Co., Rochester & Pittsburgh Coal Co., Seven-Up Co. of Buffalo, Sattler's, Inc., Triple A Tablets.

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309 Syracuse-Kemper Bldg., Syracuse 2, N. Y.
Phone 3-0131
APA — PPA — ABP

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Copy Chief.....J. J. Hines
Art Director.....H. C. Millard
Radio Manager.....Wallace M. Hughes

Radio Accounts Placed—Dairymen's League Co-operative Association, Inc., Haberle Congress Brewing Co., Lincoln National Bank & Trust Co.

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BARRONS ADVERTISING CO.

1737 McGee St., Kansas City, Mo.
Phone HArrison 7730
ABP—ANPA—PPA

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Vice-President.....Frank H. Little
Secretary .....A. W. Durrin
Art Director.....Frank MacDonald
Account Executives.....Ralph S. Page, Floyd L. Doan

Radio Dept.

Time Buyers.....H. W. Godfrey, Frank H. Little
Production Director.....Floyd L. Doan

Radio Accounts Placed—Dr. W. L. Wilson, Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Manor Baking Co., Chevrolet Dealers of Kansas City, The Sodiphene Co., Pla-Mor Amusement Co., Kansas City Public Service Co., W. B. Duke Beverage Co., C. H. Stein-Mans Mfg. Co., National Protective Insurance Co., Nourse Oil Co., Sweeney Trade Schools, Inc., Nourse Oil Co., Mid-West Wool Co-op.

•

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NAOB—ABC—APA—ABP

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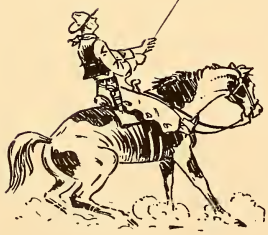
Tom Revere
Time & Space Buyers.....Richard Mann, MacDonald Dunbar, R. J. Fiechter.
Assistant Treasurer.....Carlos Justiz
Vice-President & Director of Research.....
Clifford Parsells

Radio Accounts Placed—Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Octagon Soap Products, Palmolive Brushless and Lather Shave Cream, Crystal White Soap Products); Continental Baking Co., Standard Brands, Inc. (Royal Gelatin, Royal Puddings, Royal Baking Powder); Carter Products, Inc.

YANKEE *Roundup*



21 Hometown Stations give you the reach of the range—inclusive local coverage of every downtown and neighborhood shopping center patronized by the listeners of 2,055,010 radio homes . . . a potential audience of 8,377,543 out of New England's 8,437,290 population.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS. Nationally Represented by EDWARD PETRY & CO., INC.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-5800
AAAA

Officers

President .....Bruce Barton
Chairman of Executive Committee-
Vice-President & Treasurer..F. R. Feland
Chairman of Board.....Alex Osborn
General Manager & Vice-President,
B. C. Duffy
Executive Vice-President for Western Offices
John C. Cornelius
Vice-President-Director of Radio,
Arthur Pryor, Jr.
Asst. Director of Radio...Oliver M. Presbrey
Radio Research.....Harry I. Woodworth
Radio Merchandising.....Jack Moore
Local Radio Mgr.....Gertrude Scanlan
Chief Story Editor.....George Kondolf
Radio Producers and Writers:
David White, Kenneth Webb, Edwin Marshall, Walter Tibbals, Russell Ambruster, Gladys Franklin, Robt. La Bour, Chet Gierlach, Josephine Lyons, Ted Long, Ann Bastow.
Business Manager,
Radio Dept.....Frank Silvernail
Time Buyers .....Jim Moore, Elenore Scanlan, Robert Milan, Katherine V. Winn
Publicity.....Wm. Maloney
Television.....F. A. Long

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9200
Vice-President.....R. B. Barton
Rand Bldg., Buffalo 3, N. Y.
Phone Cleveland 7915
Vice-President.....Stanley P. Irvin
Grant Bldg., Pittsburgh 19, Pa.
Phone Grant 8060
Vice-President.....Leon D. Hansen
20 Providence St., Boston 16, Mass.
Phone Hubbard 0430
Vice-President.....Francis W. Hatch
Northwestern Bank Bldg., Minneapolis 2, Minn.
Phone Bridgeport 8881
Vice-President.....H. H. Haupt
Executive Vice-President...John C. Cornelius
1515 Terminal Tower, Cleveland 13, Ohio
Phone Prospect 3621
Vice-President.....C. L. Davis
1680 N. Vine St., Hollywood 28, Calif.
Phone Hollywood 7337
Vice-President .....Wayne Tiss
Russ Bldg., San Francisco 4, Calif.
Phone Garfield 1017
Vice-President.....Charles H. Ferguson
Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone Michigan 1354
Vice-President.....W. B. Geissinger
New Center Bldg., Detroit 2, Mich.
Phone Madison 4816
Manager.....F. Plummer Whipple

Radio Accounts Placed—American Steel & Wire Co., Armstrong Cork Co., Boston Edison Co., The Boston Globe, Corning Glass Works, Cream of Wheat Corp., Cresta Blanca Wine Co., Dubonnet Corp., E. I. du Pont de Nemours & Co., Ethyl Corp., First National Bank of Boston, Fort Pitt Brewing Co., Gamble Stores, General Baking Co., General Electric Co., Golden State Co., Ltd., B. F. Goodrich Co., Hart Schaffner & Marx, Hoffman Beverage Co., Household Finance Corp., Lyon Van & Storage, Marine Trust Co. of Buffalo, Minneapolis Brewing Co., Murine Co., Nehi Corp., North American Aviation, Inc., North Star Woolen Mills, Northwest Airlines, Inc., Northwestern Bell Telephone Co., N. Y. Telephone Co., Par-T-Pak, Penick & Ford, Ltd., Reader's Digest Assn., F. & M. Schaefer Brewing Co., E. R. Squibb & Sons, Servel, Inc., Southern New England Telephone Co., Standard Oil Co. of Calif., Tennessee Coal, Iron & R. R. Co., United Fruit Co., William Underwood Co., Wildroot Co., Western Auto Supply Co., Waitt & Bond.

Television Accounts Placed—The William Carter Co., Reader's Digest Assn., Liberty Mutual Ins. Co.

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BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston, Mass.
Phone Kenmore 3820

Officers

President .....Nelson Bennett
Vice-President.....Frederick P. Walther, Jr.
Treasurer.....Royal W. Leith
Secretary .....Dorothy Dodge

Radio Accounts Placed—Washburn Candy Co., Hudson Coal Co.

•

BENTON AND BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
Phone WIckersham 2-0400
AAAA—ANPA—PPA—ABP

Officers

Chairman of Board.....Atherton W. Hobler
President.....Clarence B. Goshorn
Executive Vice-Pres....William R. Baker, Jr.
Secy.-Treas.....Edward R. Beach

Radio Dept.

Vice-Pres. in Charge of Radio..Walter Craig
Adm. Assistant.....Marion Connolly
Business Manager.....Charles Gannon
Supervisor of Daytime Radio..Kirby Hawkes
Script Editor.....Roy Bailey
Casting Director.....Rita Dugan
Vice-Pres.-Media.....H. H. Dobberteen
Time Buyer.....Roland Van Nostrand

FOR QUALITY

AP!

Spot Time Buyer.....Ruth Jones
Producers .....Don Cope, Leslie Harris, Keith MacLeod, Tom McDermott, Dodie Yates, Hugh Hole (Spots, hitchhikes, etc.)

Television Dept.

Director .....Herb Leder

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone Hillside 9151

West Coast Representative.....Al Kaye
Business Manager.....Betty Buckler

Radio Accounts Placed—General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Baker's Chocolate, Post Toasties, Certo, Log Cabin Syrup, Sure-Jell, Post's 40% Bran Flakes, Post's Raisin Bran, Gaines Dog Food), Prudential Insurance Co., Procter & Gamble Co. (Ivory Snow, P. & G. White Laundry Soap).

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BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York 16, N. Y.
Phone Lexington 2-7550
ABP—ANPA—PPA—NOAB—APA—AAAA—PPA

Officers

President .....Arch Bermingham
Executive Vice-President.....Stewart Wark
Secretary-Treasurer.....Winston H. Hagen
Radio Director.....George C. Castleman
Television Dept.....Paul Wing

Radio Accounts Placed—Griffin Manufacturing Co., Inc., Conti Products Corp., Frank H. Lee Co., Berst-Forster-Dixfield Co., E. Pritchard, Inc.

•

FRANK BEST & CO., INC.

9 Rockefeller Pl., New York, N. Y.
Phone CIrcle 7-6760
ABP—ANPA—PPA—PRB

Officers

President .....Frank Best
Vice-Presidents.....I. Marks, W. Taegen
Secretary .....V. R. Best
Time Buyer.....A. H. Van Buren

Radio Accounts Placed—Geo. W. Helme Co., Prince George Hotel, C-O-Two Fire Equip. Co., Union News Co., Nassau Smelting & Refining Co.

•

THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 6-9300

Officers

President and Treasurer....Milton H. Biow
Secretary.....Richard M. Biow
Vice-President.....E. J. K. Bannart
Vice-President.....L. W. Thomas
Asst. to the President.....C. H. Wolfe

Radio Dept.

501 Madison Ave.

Business Manager.....Frank C. Barton, Sr.
Director of Production.....Stanley Joseloff*
Eastern Production Manager...Walter Lurie
Talent Buyer.....Lucille Webster
Time Buyer.....Maria White
Bulova Station Relations.....C. A. Snyder
Special Program Writer.....Edith Oliver
Asst. to Business Mgr.....Stanley Pulver
Program Coordinators.....Betty Mandeville, Elizabeth Ready, Alfred Klinger
Producers.....Harry Spears, Max Marcin, Hal Block

* *Joined from Blue Network, March 15.*

Hollywood Office

6111 Sunset Blvd., Hollywood, Calif.

Chief of Radio Production (New York and Hollywood).....H. Calvin Kuhl
Office Manager.....Maxine Anderson
Producers .....William Spier, William Lawrence, Alton Rinker

San Francisco Office

485 California St., San Francisco, Calif

Manager .....John Alden

Radio Accounts Placed—The Procter and Gamble Co., Bulova Watch Co., Hillman Periodicals, Inc., Hills Brothers Co., Schenley Corp., Hunt Brothers Packing Co., San-Nap-Pak Co., Inc., M. & M. Candy Ltd., Philip Morris & Co. Ltd., Inc., Lady Esther Co., Ltd., Eversharp, Inc.

•

THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.
Phone CIrcle 7-7827

Officers

Owner .....Milton Blackstone
Associate .....Jack Steiner
Manager.....Gladys B. Berju
Copy Director.....Homer Millard
Art Director.....Edward M. Hawkins
Production Manager.....Harry Dobrin
Space Buyer.....Belle Appelbaum
Account Executives.....Charles Kondla, Robert Towers, Mortimer Curtis, Jean Epstein

Radio Dept.

Director of Radio.....Wm. T. Cavanagh
Script Writers.....Jesse Sandler, Paul Zousmer
Time Buyer.....Sally Cavanagh
Producer.....Wm. T. Cavanagh

Television Dept.

Note: Television activity under direction of William T. Cavanagh.

Radio Accounts Placed—The Brass Rail, Century Theatre Circuit, Copacabana, Fabrikant Brothers (diamonds), Pedro & Olga Dance Studios, Rogers' Corner, Steuben Tavern, Crossroads, Zanzibar, Eureka Ship-

building Corp., Bernarr Macfadden Foundation, Hotels of Sullivan County, Unicorn Press.

•

THE BLAINE THOMPSON CO.

234 W. 44th St., New York 18, N. Y.
Phone, BRyant 9-2480
ANPA—PPA

Officers

President-Treasurer.....Myer Lesser
Vice-President.....John J. Shubert, Jr.
Vice-President.....Marlo Lewis
Radio Director.....Richard Ash
Copy Chief.....Budd Getschal

•

W. EARL BOTHWELL ADVERTISING AGENCY

Standard Life Bldg., Pittsburgh 22, Pa.
Phone Court 6565
AAAA—ABP—ANPA—PPA

Officers

President.....W. Earl Bothwell
Secretary-Treasurer.....A. A. Logan
Radio Director.....H. B. Trautman
Time Buyer.....T. H. Black, Jr.
Asst. Radio Director.....Emily Wilson

Radio Accounts Placed—P. Duff & Sons, Inc. (Duff's Baking Mixes).

•

BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th, Portland 4, Oregon
Phone Atwater 9541
AAAA — ANPA — PPA — ABP
SNPA—NOAB

Officers

President.....David M. Botsford
Treasurer.....Merle W. Manly
Secretary.....Frankie Coykendall
Vice-President.....C. P. Constantine

Branch Offices

Central Bldg., Seattle 4, Wash.
Phone Elliott 3523
Vice-President.....C. P. Constantine
Russ Bldg., San Francisco 4, Cal.
Phone Exbrook 7565
Vice-President.....Stanley G. Swanberg
629 So. Hope St., Los Angeles 14, Cal.
Phone Michigan 1427
Vice-President.....Hassel W. Smith
Empire State Bldg., New York 1, N. Y.
Phone PEnnsylvania 6-7871

Radio Accounts Placed—Tillamook County Creamery Assn.

•

STANLEY G. BOYNTON AGENCY

410-11 Fisher Bldg., Detroit 2, Mich.
Phone TRinity 1-2552
ABP—ANPA—PPA

President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary .....V. V. Cory
Treasurer ..... C. Taylor
Program Director, Asst. to Mr. Boynton, Larry Payne
Traffic Manager.....Ruth Grinnewald
Radio Producer.....Larry Payne

Branch Offices

17 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-0086

Radio Accounts Placed—Radio Bible Class, Wesley Radio League, American Society of Industrial Engineers, Old Fashioned Church of the Air, Calvary Hour, Your Fellowship Hour, First Church of the Nazarene—Detroit, New World Coming, Highland Park Baptist Church, Devotional Hour, Your Worship Hour, Chicago Evangelistic Institute, Michigan Conference Seventh Day Adventists, National Tennis Matches.

•

THE J. CARSON BRANTLEY ADVERTISING AGENCY

O-N Building, Salisbury, N. C.
Phone 900

Officers

General Manager.....J. Carson Brantley
Treasurer.....Robt. C. Lyerly
Time Buyer.....A. N. Cheney

Radio Accounts Placed—Stanback Co., R. J. Reynolds Tobacco Co. (Brown's Mule Plug Tobacco), Duke Power Co., Owen Drug Co.

•

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.
Phone Howard 134
ABP—ANPA—PPA

President .....R. C. Breth

Radio Accounts Placed—Home Mutuals Insurance Co., Western States Mutual Auto Ins, Co.. Brillion Iron Works, Inc.

•

BRISACHER, VAN NORDEN & STAFF

310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 0276
ANPA—APA—PPA—NOAB

Officers

President .....Emil Brisacher
Vice-President.....R. T. Van Norden
Account Executive.....Charles H. Gabriel
Radio Time Buyer.....Marie Eaton
Radio Producers.....Gene Goldsmith, Walton Purdom

Branch Offices

Petroleum Bldg., Los Angeles, Cal.
Phone Prospect 9368
250 Park Ave., New York, N. Y.
Phone, Plaza 8-1634
Vice-President.....R. T. Van Norden

Radio Accounts Placed—Acme Breweries, West Coast Soap Co., Peter Paul, Inc., Moore's Clothing Co., Par Soap Co., The Shasta Water Co., Sunset Magazine, Par-T-Pak, Golden Grain Macaroni Co., S. & W. Fine Foods, Nicholas Johnston (Photographers), Robert Wallace Furs.

BRESNICK & SOLOMONT

216 Tremont St., Boston 16, Mass.
Phone Liberty 4732
ABP—ANPA—PPA

Officers

Principal.....Oscar Bresnick
Principal.....Chester L. Solomont
Account Executives.....Joseph Blue, Arthur Cohen, George J. M. Riseman.

Radio Accounts Placed—Federal Savings & Loan Assn. of New England, Dawson's Brewery, Inc., M. Hoffman & Co.

•

BROADCASTING ADVERTISING CO.

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone, EXposition 1339

Officers

Owners.....Van C. Newkirk
Office Manager.....Betty Culbert

Radio Accounts Placed—Crew of Good Ship Grace, Inc., Floyd B. Johnson, Grace Dotson, Calvary Assembly.

•

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
Phone TRinity 0558
ANPA—PPA

Officers

General Manager.....A. R. Brooks
Secretary .....B. Brausberg
Time Buyer.....A. R. Brooks
Copy Chief.....Anne Miller
Production .....M. Jackson
Art Director.....A. L. Lee
Acct. Exec.....Frank McMahon
Copy .....Rose Kandell

Radio Accounts Placed—Bekins Moving & Storage, Citizens Nat'l Trust & Savings Bank, Bekins Van & Storage Co., Everest & Jennings, Golden West Products Co., Roland J. Laupel Co.

•

BROOKE, SMITH, FRENCH & DORRANCE, INC.

82 Hancock Ave., East, Detroit 1, Mich.
Phone Columbia 0860
52 Vanderbilt Ave., New York 17, N. Y.
Phone Murray Hill 6-1800
AAAA — ANPA — PPA — ABP
APA — NOAB

Officers

Chairman of Board.....Sturges Dorrance
President.....Willard S. French
Secretary-Treasurer.....Guy C. Smith
Vice-President.....Charles W. Brooke
Vice-Presidents.....H. M. Overstreet, Henry E. Pengel, Jr., C. C. Wilmot, J. G. Williams, Walter C. Ayers, Blount Slade
Manager, Media Dept.....Herbert R. Bayle
Director of Research.....Walter C. Ayers
Director of Radio.....H. R. Bayle

Radio Accounts Placed—Detroit; Goebel Brewing Co., Hudson Motor Car Co., New York; State of Maine, Church & Dwight, Christmas Club.

•

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-8250
AAAA—ANPA—ABP—NOAB

Officers

President-Treasurer.....D. P. Brother
Vice-President.....C. Hatch, Jr.
Secretary.....E. M. Reitz
Director of Media.....Carl Georgi, Jr.

Radio Accounts Placed—AC Spark Plug & Oldsmobile Division of General Motors Sales Corp.

•

FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone CIrcle 7-7661
ANPA — PPA — APA

Officers

President .....Franklin Bruck
Secretary and Radio Director.....M. J. Kleinfeld
Vice-President.....Mort Heineman
Radio Time Buyer.....Rae Elbroch
Radio Traffic .....Milton Jurin
Radio Production.....Howard Blake
Research Director.....Jules Nathan

Radio Accounts Placed—North American Accident Insurance Co., Manhattan Soap Company, Johnson Candy Co., Fashion Frocks.

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CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford, Conn.

Officer

President.....Charles Brunelle

Radio Account Placed—Sage-Allen & Co., Inc.

•

BUCHANAN & COMPANY, INC.

1501 Broadway, New York 18, N. Y.
Phone MEdallion 3-3380
AAAA — ANPA — PPA — ABP — SNPA

Officers

Chairman of Board, Treas....John Hertz, Jr.
President.....T. S. Buchanan
Vice-President .....Arthur Ramsdell
Secretary.....A. Grace Barrett
Dir. of Radio & Television....Martin Jones
Assistant to Radio Dir.....Elise Bonnet
Business Manager.....Nat Strom
Television Dept.....Martin Jones, Patricia Sears

Branch Offices
919 No. Michigan Ave., Chicago 11, Ill.
Phone Superior 3047
Vice-President.....George Enzinger
427 West 5th St., Los Angeles 13, Cal.
Phone Mutual 6316
Vice-President.....Fred M. Jordan
155 Montgomery St., San Francisco 4, Calif.
Phone Yukon 2802
Manager.....Ray Randall
Radio Accounts Placed—The Texas Co., Paramount Pictures, Inc., Rainier Brewing Co., Adam Hats.

•

BUCHANAN-THOMAS ADVERTISING CO.

412 So. 19th St., Omaha 2, Nebraska
Phone AT 2125
ABP—ANPA—PPA

Officers

Partner.....C. C. Buchanan
Partner.....L. H. Thomas
Radio Director .....Adam Reinemund

•

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.
Phone Central 5959
AAAA—ANPA—PPA—ABP—SNPA

Officers

President.....Leo Burnett
Executive Vice-President.....R. N. Heath
Secretary .....Naomi Burnett
Treasurer.....E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Vice-President.....John Olson
Vice-Pres.-Radio.....Frank W. Ferrin
Time Buyer.....Pauline Watros
Radio Producers.....Harry Eldred, Arthur Jacobson, Don Bernard, Fred Jacky

Radio Accounts Placed—Network: Pure Oil Co., American Meat Institute, Jacques Mfg. Co.; National Spot: Lumbermen's Mutuall Casualty Co., Brown Shoe Co., Pure Oil Co., The Chicago Sun.

•

BERT BUTTERWORTH AGENCY

1606 N. Highland Ave.
Hollywood 28, California
Phone Hollywood 7263

•

BYER & BOWMAN

203 East Broad St., Columbus, Ohio
Phone Main 3276
ABP—ANPA—PPA

Partners .....Herbert Byer, Gus K. Bowman, Joel M. Burghalter

Radio Accounts Placed—The Skidoo Co., Ohio Laboratories, Inc., Berlou Mfg. Co., Budd & Co., War Finance Committee.

HAROLD CABOT & CO., INC.

24 Milk St., Boston 9, Mass.
Phone HANcock 7690
AAAA—ANPA—APA

Officers

President-Treasurer.....Harold Cabot
Executive Vice-President.Henry W. Patterson
Vice-President.....Donald D. Douglass
Vice-President.....John E. Kennedy
Vice-President-Art Director George R. Griffin
Time Buyer.....Jacqueline Adams

Radio Accounts Placed—H. P. Hood & Sons, Boston & Maine Railroad, The James Hanley Co., Douglas Shoe Co.

•

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone Saratoga 4466-7
PPA

Officers

President .....Louis F. Cahn
Vice-President.....C. LeRoy Miller
Account Exec.....George Gettman
Retail Dept.....Miss Hilda Stern

•

CALKINS & HOLDEN

247 Park Ave., New York, N. Y.
Phone WIckersham 2-6900
AAAA—ABP—ANPA—PPA—PRB—SAAA—SNPA

Officers

Secretary-Treasurer.....R. P. Clayberger
Radio Program Mgr.....C. H. Miller
Asst. Manager.....T. H. Young

Branch Office
333 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager.....R. A. Washburn
Radio Accounts Placed—Van Camp's, Inc., Oakite Products, Inc.

•

CAMPBELL-EWALD CO., INC.
(Eastern Division)

10 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-6383
AAAA—ABP—ANPA—PPA—NOAB

Officers

President & Gen. Mgr.....F. D. Richards
Exec. Vice-President.....W. E. Blodgett
Vice-Presidents.....Duane W. Beurmann, L. B. Dudley, T. Park Hay, J. L. Spencer, Elmo Ecker, E. A. Elliott, W. A. McNabb
Space & Time Buyer.....E. A. Elliott
Radio Director.....R. F. Hackenger
Art Director.....W. A. McNabb
Research Director.....J. L. Spencer
Copy Director.....Sherwood King
Publicity Director.....Joseph A. Bond

Television Dept.

Chairman of Committee.....Elmo Ecker

Radio Accounts Placed — United States Rubber Co., Vita Var Corp.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-6200
AAAA—ANPA—ABP—PPA—PRB—APA—ABC

Officers

President.....Henry T. Ewald
Vice-Pres. & Gen. Mgr.....H. G. Little
Radio Director.....M. A. Hollinshead
Vice President-Media Director.J. J. Hartigan

Branch Offices

230 N. Michigan Ave.,
Central 1946, Chicago, Ill.
Vice-Pres. & Gen. Mgr.....E. W. Clements
714 W. Olympic Blvd.
Los Angeles, Cal.
Richmond 6204
Vice-Pres.-Manager.....R. H. Crooker

Radio Accounts Placed—General Motors Corp., Consolidated Royal Chemical, Fould's Macaroni.

•

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
Minneapolis 2, Minn.
Phone ATlantic 3231
ANPA—PPA—APB—AAAA—SNPA—SAAA—PRB

Radio Dept.

Radio Director.....Louis M. Knopp
Time Buyer.....Arthur H. Lund

Branch Office

1024 Palmolive Bldg.
Chicago 11, Ill.
Delaware 7553

Radio Dept.

Radio Director.....Wm. Ballinger
Radio Copy.....Donald Gardner

•

THE CAPLES COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone LExington 2-0850
ANPA—PPA—APA—NOAB

Officers

President.....R. C. Caples
Vice-President.....Lynn B. Clarke

Radio Dept.

Director of Radio.....Maxine Keith
Time Buyer.....Ruth D. Folster
Producer .....Maxine Keith

Television Dept.

Director of Television.....Maxine Keith

Branch Offices

225 East Erie St., Chicago, Ill.
Phone Superior 6016
Vice-President.....R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107
Radio Department Head....Russell Rullman
412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143
Manager.....Arthur Caron

Radio Accounts Placed — American Express; Union Pacific Railroad; Chicago & North Western Railway; Railway Express Illinois Central.

•

CARTER ADV. AGENCY, INC.

609 Minnesota Ave., Kansas City, Kansas
NAAN

Officers

President.....Charles W. Carter
Vice-President.....Wm. G. Rowe
Secy.-Treas. .....Josephine Dahlin

Branch Office

912 Baltimore Ave., Kansas City, Mo.

Radio Accounts Placed—Helzberg's Jewelers), Rushton Baking Co., Marshall's Auto Stores, Inter-State Bldg. & Loan Association.

•

R. H. CARY, INC.

(formerly Cary-Ainsworth, Inc.)
908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375
ABP—ANPA—PPA—APA

Officers

President.....R. H. Cary
Secretary.....Evonne Kordick
Treasurer.....R. H. Cary
Art Dir. & Prod. Mgr.....R. M. Williamson
Account Executive.....A. W. Little

Radio Dept.

Radio Director.....Fred A. Reed
Chief Time Buyer.....R. H. Cary
Time Buyer.....Evonne Kordick

Radio Accounts Placed—Chamberlain Sales Corp., Oelwein Chemical Co., Thompson Hybrid Corn Co., Tidy House Products Co., Hawkeye Casualty Co.

•

CASANAVE & PEARSON, INC.

1600 Broadway, New York 19, N. Y.
Phone CIrcle 6-1647

Officers

President.....Chas. Casanave
Vice-President.....Edward P. Casanave
Vice-Pres. & Radio Dir.....C. H. Pearson

Radio Account Placed—Cooper Safety Razor Co.

•

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-8200
ANPA—AAAA—PPA—APA—NOAB

Officers

Ch. Bd.....Chas. Presbrey
Dir. of Radio, Tele., Public Relations, T. G. Sabin

Radio Accounts Placed—Block Dubb, G. Washington Instant Broth, Oyster Shell.

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0940
ANPA — PPA — NOAB — APA

Officers

President.....Stuart D. Cowan
V-P, Secretary-Treasurer.....H. W. Dengler
Media Director-Time Buyer,
Miss A. Marie Maus
Office Manager.....William Erichs

Radio Accounts Placed—American Agricultural Chemical Co., Ebo Aircraft Corp., Isbrandsten-Boler Co., Inc.

•

THE CHERNOW COMPANY

350 Fifth Ave., New York 1, N. Y.
Phone, PEnnsylvania 6-7037

•

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942
SNPA

Officers

Pres. & Treas.....Henry Tritschler
Vice-Pres.....John E. Fontaine
Time Buyer.....H. Tritschler

Radio Accounts Placed—The Chattanooga Medicine Co., Fleetwood Coffee Co., Southern Agriculturist.

•

THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236

Officers

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....Alice Clements

Radio Accounts Placed—Network: Modern Food Process Co., F. G. Vogt & Sons, Pharmaco, Inc., Hudson Coal Co., Horn & Hardart, Certified Milk Assn.

•

RUSSELL C. COMER ADVERTISING CO.

Land Bank Building, Kansas City, Mo.
Phone HArrison 3964
APA

Officers

President.....Russell C. Comer
Vice-President.....John C. Fehlandt
Secretary.....A. M. Rockie
Treasurer.....Cecil W. Trapp
Recording Engn.....F. Ries

•

THE CONNOR COMPANY

116 New Montgomery St.,
San Francisco 5, Cal.
Phone, YUkon 0196
APA—ABP

Officers

President.....Edward W. Connor
Exec. Vice-Pres.....Robert W. Conley
Treasurer.....Denis Muir
Production Manager.....Joan McAuliffe
Account Executives.....E. W. Connor, Robert W. Conley, Denis Muir, Robert Kornfeld

•

COOLIDGE ADVERTISING CO.

308-311 Insurance Exchange, Des Moines, Ia.
Phone 2-0221
AAAA — ABP — ANPA — PPA — APA

Officers

President .....Paul Blakemore
Vice-President .....Henry Kroeger
Production Manager.....N. E. deReus

•

DON COUPER

441 Lexington Ave.
Phone, MUrray Hill 2-2109

•

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061
ANPA — APA — PPA — NAOB

Officers

President.....Scott S. Smith
Secretary.....R. C. Scrymiger
Vice-President .....E. P. Nesbitt
Radio Director.....M. E. Blackburn

Radio Accounts Placed—Wheeling Steel Corp.

•

HERBERT CHASON COMPANY

232 Madison Ave., New York 16, N. Y.
MUrray Hill 3-6336-7
ABP

Officers

President.....Herbert S. Chason

Radio Account Placed—Mack Drug Co.

•

C. P. CLARK, INC.

2411 West End Ave., Nashville, Tenn.
Phone 7-6602
ABP — ANPA — PPA — SNPA — NOAB
First Advertising Agency Group

Officers

President-In Charge of Radio....C. P. Clark
Secretary-Treasurer.....D. G. Goodwin

•

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-2800
SNPA

Officers

President .....Richard Compton
Executive Vice-President.....Trell Yocum
Vice-Pres., Secy. & Treas...Leonard T. Bush
Vice-Presidents.....Harold S. Barnes, Gordon Aymar, Craig Davidson, Guy Richards, Edward Battey, Jr., Frank Griffin, Robert D. Holbrook, John K. Strubing, Jr.
Mgr., Radio Dept.....Lewis H. Titterton
Program Mgr. & Tele Dir.....Wyllis Cooper
Casting Director.....Isabel Olmstead
Publicity Director.....Virginia Travers

Head Time Buyer.....Frank Kemp
Radio Time Buyers.....Fred Apt, Harriet BeLille, Henry Clochessy, Jean Lawler
Business Manager.....Helen Shervey
New Program Buyer.....Joan Geddes
Asst. Television Directors....James Manilla, Jose Di Donato

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg
New Center Bldg, Detroit, Mich.
Manager.....R. W. Heizer
Bryant Bldg., Kansas City, Mo.
Manager .....Merrell Boyce
Gwynne Bldg., Cincinnati, O.
Manager .....Robert Marsh
411 E. Mason St., Milwaukee, Wis.
Manager .....Harry Scott
6253 Hollywood Blvd., Hollywood, Cal.
Manager .....Murray Bolen

Radio Accounts Placed—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, Barsalou Soap, Duz), Wheatena Corp., Socony-Vacuum Oil Co., American Home Products Co., Krueger Brewing Co., Allis Chalmers Co., Goodyear, U. S. Time Corp.

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JOHN GOLBERT CRAIG ADV.

903 Shipley St., Wilmington, Del
Phone 6185
PPA—ANPA—ABP—APA—NAAN

Officers

President.....J. C. Craig
Vice-Pres.....R. V. Craig
Sec. & Treas.....K. W. Anderson

•

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee 2, Wis.
Phone Daly 3500
AAAA — ABP — ANPA — PPA
APA — NOAB

Officers

President.....A. W. Seiler
Executive Vice-President.....H. N. Pasteur
Vice-Presidents.....L. H. Ness, C. W. Faude
Director of Media.....L. H. Ness
Time Buyer.....Loretta Mahar
Radio Director.....J. S. Stolzoff
Chief Continuity Writer.....Elizabeth Taft

Radio Accounts Placed—Plankinton Packing Co., John Graf Co., The Massey-Harris Co., Country Gardens, Victor Stamm & Associates, Ed Schuster & Co., Amity Leather Co., Milwaukee Co., Milwaukee Gas Co., Sperry Candy Co., McConnon & Co.

•

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.
Phone Central 7830
PPA—ANPA—ABP

Owner.....Edmond I. Eger
Acct. Exec.....Patrick Shannan

Radio Account Placed—Admiral Corporation.

•

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone Central 6700
AAAA — ANPA — PPA — ABP — PRB — SAAA—SNPA—NOAB

Officers

President.....W. C. D'Arcy
Secretary-Treasurer.....C. C. Pangman

Branch Offices

515 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-5435
Vice-President in Charge of Radio.....Alfred N. Steele
Radio Dept.....J. T. Irvine
Wallace Pflueger
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Vernon 0021
J. H. Kinsella
90 Broadview Ave., Toronto, Canada
Gramont Altenbernd

Radio Account Placed—The Coca-Cola Co.

•

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis, Mo.
Phone Main 0790-0791
ABP — PPA

Officers

President-Time Buyer..James M. Daugherty
Service Director.....Joseph E. Schmitt

Radio Accounts Placed—Pepsi-Cola Bottlers of St. Louis, Meyer Bros. Drug Co., St. Louis Dairy Co.

•

DANCER-FITZGERALD-SAMPLE

221 No. La Salle St., Chicago 1, Ill.
Phone State 3800
ABP—ANPA—APA—PPA—ABC—NOAB

Executives

Partners.....H. M. Dancer, C. L. Fitzgerald, J. G. Sample
Treasurer.....Paul Keenan
Acct. Execs.....D. D. Brown, Joseph Greeley, Thomas L. Greer, Robert F. Hussey, James S. Lind, G. H. Johnson, James L. Moloney

Radio Dept.

Radio Dir.....Roy Winsor
Radio Acct. Exec.....Carl Stanton
Radio Supervisors.....George Stellman, James West, H. Y. Bingham, Philip Bowman
Dir. Radio Contracts.....James J. Neale

Branch Offices
247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-2700
Partner.....H. M. Dancer
Acct. Execs.....Frank A. Kearney, Robert A. McNell, Joseph I. Palistrant, A. W. Spence, George G. Tormey, Henry W. Doyle, James Duffy, E. J. Fitzgerald, Walter Holt
Radio Acct. Exec.....Carl Stanton
Room 1014, Taft Building, 1680 Vine St., Hollywood, Calif.
Phone Hempstead 0716
Manager .....Craig Maudsley
Radio Talent.....Ann Parks, Eugene Powers, Suzanne Black
Radio Accounts Placed—Affiliated Products, Inc., Alba Chemical Company, Anacin Company, Bayer Company, Bi-So-Dol Company, A. S. Boyle Company, Continental Illinois National Bank & Trust Co., Falstaff Brewing Corp., General Mills, Inc., Kilmer & Co., Inc., Knowlton Danderine Co., Kolynos Company, Inc., Larned Corp., The Midway Chemical Company, Mystic Laboratories, Chas. H. Phillips Chemical Co., Procter & Gamble Company, Sterling Products Company, Valmont of Canada, R. L. Watkins Co., Whitehall Pharmacal Co.

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BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids, Mich.
Phone 8-0666
APA—ABP
Owner.....Ben Dean
Asst.....Mildred Juneau

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DOE-ANDERSON ADVERTISING AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193
ANPA—PPA—SNPA—ABP—SAAA
Officers
President.....Elmer H. Doe
Account Executive.....Warwick Anderson

•

DOREMUS & CO.

120 Broadway, New York 5, N. Y.
Phone REctor 2-1600
ANPA—PPA—APA—ABP—NOAB
Officers
President.....Wm. H. Long, Jr.
Exec. Vice-Pres.....W. H. Burnham
Treasurer.....R. E. Williams

•

JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.
Phone Hubbard 8050
Officers
President-Radio Director.....John C. Dowd
Executive Vice-President.....E. D. Parent

DOHERTY, CLIFFORD & SHENFIELD INC.

350 Fifth Avenue, New York 1, N. Y.
BRyant 9-3140
AAAA—ABP—ANPA—PPA
Officers
President.....Lawrence L. Shenfield
Vice-Pres. & Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Donald K. Clifford, Francis J. Doherty
Secretary.....Wm. E. Steers
Research Associate.....Nora A. Fitts
Radio Dept.
Radio Director.....Chester MacCracken
Head of Comm. Writing Dept...John Mullen
Radio Time Buyer.....Helen Wilbur
Publicity Director.....Robert H. King
Producers.....Chester MacCracken, Myron Dutton
Radio Account Placed—Bristol-Myers Co.

•

THE RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., Richmond 19, Va.
Phone 3-111-3
ABP—ANPA—PPA—SNPA
Officers
Radio Director.....J. H. Fulmer
Asst. Radio Director.....Beulah Gregory
Acct. Exec.....Malcolm B. Dombrower
Branch Office
Colorado Bldg., Washington, D. C.
Manager.....Philip Rosenfeld
Radio Accounts Placed—E. P. Murphy & Son. Inc., L. Bromm Baking Co., Inc., Pamplin Smoking Pipe & Mfg. Co., Inc., Sorbtex Foundation, Inc., Planters Peanut Oil & Fertilizer Co., Elars Medicine Corp., Little Oil Co.

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DONAHUE AND COE, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone Columbus 5-4252
ANPA — PPA — ABP — PRB — SNPA
Officers
President.....Edward J. Churchill
Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury
Radio Dir. & V.-President..Edw. J. Fitzgerald
Time Buyer.....Joe Lincoln
Script Chief.....Latham Owens
Production.....Robert Monroe
Branch Office
411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662
Manager & Vice-Pres.....H. L. Morrill, Jr.
Radio Accounts Placed—Scholl Mfg. Co., Metro-Goldwyn-Mayer, Grove's Labs, Beaumont Co., Goldwyn Productions, Republic Pictures, Cagney Productions, N. Y. Herald

Tribune, Atlantic Beer, Radio City Music Hall, Southland Coffee Co.

•

L. J. DuMAHAUT ADV. AGENCY

827 David Stott Bldg., Detroit 26, Mich.
Phone, RANdolph 9480

Officers

President.....L. Jerome DuMahaut
Production Mgr.....Theresa Savin

•

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone, CIrcle 6-1400
PPA—NOAB

Officers

President.....Roy S. Durstine
Vice-President.....John R. Latham
Secy.-Treas.....A. T. Gardiner
Prod.-Traffic Mgr.....David R. Margaretten
Art Director.....Harvey A. Spooner
Radio Director.....Charles H. Furey
Account Executives....William E. Dempster, Ren Kraft, Roy Gordon, John O. Ellington, Jr., Lee M. Rousseau

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
Manager.....Ellis Travers
Carew Tower, Cincinnati 2, O.
Phone, Cherry 0032
Manager.....Frederic Kammann
Charge of Art & Prod.....Philip Goyert

•

ELLIS ADVERTISING CO.

15 Genesee Street, Buffalo 3, New York
ABP—ANPA

Officers

Michael F. Ellis, Jerome R. Ellis

Radio Dept.

Jerome R. Ellis, Stephen Gotthelf, Doris Ansteth

Branch Offices

33 W. 42nd St., New York 18, N. Y.
LOngacre 5-1567
John W. Culiner
74 King St. E, Toronto 1, Canada
Waverly 3438
Abbey A. Muter

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ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone MOhawk 4-8700
AAAA—ABP—ANPA—PPA—SNPA—NOAB—OAAA

Officers

President.....Louis R. Wasey
Vice-President-General Manager, Howard D. Williams
Treasurer.....James F. O'Connor
Director of Radio.....C. H. Cottington
Asst. Radio Director.....Joe Brattain
Woman's Program.....Peggy de Gripenberg
Time Buyer.....Frank Haas
Traffic Mgr.....O. Morley Tanney

Television Dept.

C. H. Cottington

Branch Offices

Erwin Wasey & Co., Ltd.
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952
Vice-President.....L. R. Northrup
Harry K. Gilman
Erwin Wasey & Co. of Minnesota
Rand Tower, Minneapolis, Minn.
Phone Atlantic 1223
President.....Mac Martin
Erwin Wasey & Co. of the Pacific Coast
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004
Vice-President.....S. R. Hutton
Louis Honig
714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 5317
Vice-President.....H. A. Stebbins
Skinner Bldg., Seattle, Wash.
Phone Maine 6435
Vice-President.....W. E. Kraft

Radio Accounts Placed—Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., R. B. Semler, Inc., Zonite Products Co., Primrose House, Inc., Seeck & Kade, S. C. Johnson & Son, Inc., National Lead Co., Leslie Salt Co., Langendorf United Bakers, Inc., Schuckl Rancho Soup, Nash Coffee Co., Salisbury & Saterlee Co., House of Herbs, Inc., Hillman Periodicals, Inc., Southwestern Brewing Corp., Oklahoma City Federal Savings & Loan Assn., Central Dairy Products Corp., Long-Bell Lumber Co., National Life Assurance Co., E. R. Ledbetter Co., Anderson-Pritchard Oil Corp., Minneapolis, St. Paul & Sault Ste. Marie R.R. Co., Telex Products Co., Centennial Flour Mills Co., Crescent Mfg. Co., Brown & Haley, S. A. Moffett Co., I. F. Laucks, Inc., Ghirardelli Co., Hotel Mark Hopkins, Newell Gutrad & Co., Planters Nut & Chocolate Co., Tea Garden Products Co., Gloria Bristol Cosmetics, Dr. Hiss Shoe Clinic, Schalk Chemical Co.

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SHERMAN K. ELLIS & CO.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711
AAAA—ANPA—PPA—APA

Officers

President-Treasurer.....Sherman K. Ellis
Exec. Vice-President.....C. E. Staudinger

Vice-Presidents.....E. S. Pratt, John F. Price
Radio Time Buyer.....Harry Torp

Branch Offices
141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8612

Radio Executive.....Palmer Clark
Radio Accounts Placed—Quaker Oats Co., Jules B. Singer, Joseph Beck, Kenneth Plumb, C. G. Wright, Donald Parsons, Macgregor Armiston
Chop Stick Co.

•

WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900

Officers

President and Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Thos. D. Luckenbill
Time Buyers.....John C. Esty, Richard Grahl.
Radio Producers .....Don Bernard, Phil Cohan, Al Foster, Helen Phillips, Kenneth MacGregor, Tom Wallace, John Clarke.

Television Dept.
Kendall Foster, Kenneth MacGregor

Radio Accounts Placed—R. J. Reynolds Tobacco Co., Lehn & Fink Products, Inc., Pacquin's Hand Cream, Thomas Leeming & Co., Colgate-Palmolive-Peet Co., Piel Bros., Tea Bureau, Inc.

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FEDERAL ADVERTISING AGENCY, INC.

444 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-6400
AAAA — ANPA — PPA — ABP

Officers

President .....Robert Tinsman
Vice-Presidents.....James O'Brien, Jules B. Singer, Joseph Beck, Kenneth Plumb, C. G. Wright, Donald Parsons, Macgregor Ormiston, A. R. Beverly-Giddings, Hugh I. Connet, Laura E. Carson, John S. Davidson, Dr. W. W. Wulfeck
Treas. & Secty.....George Dietrich
Radio Director.....J. S. Davidson
Radio Time Buyer.....Penelope Simmons
Radio Accounts Placed—American Safety Razor Corp. (Gem); Joseph Dixon Crucible Co. (Ticonderoga Pencils), J. F. Trommer Co., Inc. (White Label), General Cigar Co. (Van Dyck), National Biscuit Co. (Shreddies), Rockwood & Co. (Chocolate Bits), Durkee Famous Foods (Durkee's Dressing), Lily of France Corset Co. (Lilees Bras).

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FURMAN & FEINER CO., INC.

117 W. 46th St., New York, N. Y.
Phone, BRyant 9-2927

Officers

President.....Norman Furman
Secretary.....Nathan Rothenberg
Vice-President.....Irving Gottlieb

•

ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville, Tenn.
Phone 6-1977
PPA — SNPA — ABP

Officers

President-Treasurer.....Robert G. Fields
Secretary.....R. H. Lane

•

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490

Officers

President.....Robert B. Foley
Secretary-Treas.....Helen M. Little
Acct. Exec.....L. M. Robertson
Radio Director.....Robert B. Foley
Radio Accounts Placed—I. J. Fox, Inc., The Bing Co., Ohio Floor Covering Co., Perry Auto Stores.

•

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
APA — SNPA

Officers

President.....John L. Fort
Radio Accounts Placed—Union National Bank, Citizens Bank, Z. A. Hovis & Son (all local accounts).

•

CURT FREIBERGER & CO.

Cooper Building, Denver, Colo.
Keystone 0487
ABP—APA

Officers

Owner.....C. J. Freiberger
Copy Chief.....R. Torgerson
Radio Director.....V. Foss
Art Director.....B. Naylor
Secretary.....N. J. Charon
Bookkeeper.....L. A. Gaiman
Acct. Exec.....J. M. Henderson
Artist .....M. Brown
Radio Accounts Placed—Tivoli-Union Co., Brecht Candy Co., Securities Credit Corp., Stone-Hall Brokerage, Toner's Inc., Cooper Coal Co., Central Bank & Trust Co.

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FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-6600
AAAA—ANPA—ABP—PPA—APA—ABC

Officers

Chairman of the Board.....Don Belding
President .....Emerson Foote
Chairman, Executive Comm....Fairfax Cone

Secretary-Treasurer.....William R. Sachse

NEW YORK OFFICE
(address above)
President .....Emerson Foote
V.P. & Gen. Business Mgr...M. P. Franceschi
Director of Radio and Television
Paul Rickenbacher
Manager of Radio Department.Lee Strahorn
Radio Time Buyer.....Lillian Selb

CHICAGO OFFICE
919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4800
Chairman, Executive Comm....Fairfax Cone
Secretary-Treasurer.....William R. Sachse
Director of Radio.....Stuart Dawson
Radio Time Buyer....Genevieve M. Lemper

LOS ANGELES OFFICE
601 W. Fifth St., Los Angeles 13, Calif.
Phone Michigan 7651
Chairman of the Board.....Don Belding
Radio Time Buyer.....(See San Francisco Office)

HOLLYWOOD OFFICE
6117 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 6265
Vice-Pres. & Manager..Edmund L. Cashman
Radio Production Managers.....Vic Hunter, Larry Berns, Albert Capstaff, Jack Meakin, Arnold G. Maguire, Jack Johnstone, T. Freebairn Smith.
Radio Time Buyer.....(See San Francisco Office)

SAN FRANCISCO OFFICE
235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 2355
Vice-Pres. & Manager.....E. I. Harrington
Radio Time Buyer.....Jane Sullivan
(For Los Angeles and Hollywood offices also.)

Radio Accounts Placed—The American Tobacco Company, The Cities Service Oil Company, Campbell Soup Company, Armour and Company, Albers Milling Company, Ben Hur Products, Inc., Bourjois, Inc., California Fruit Growers Exchange, Hall Bros., Inc., Lockheed Aircraft Corporation, Pepsodent Division of Lever Brothers Co., RKO Radio Pictures, Inc., Safeway Stores, Inc., Southern Pacific Company, Union Oil Company, Peralta Wine Co., Purex Corp. Ltd., Selznick International and Walt Disney Productions.

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ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.
Phone COrtlandt 7-5060
ANPA — PPA — ABP — NOAB

Officers
Chairman of the Board....Emmett Corrigan
President.....Frank J. Reynolds
First Vice-President & Treasurer
Victor J. Cevasco
Vice-President & Secretary.Harold E. Maples
Radio Department.....John V. McAdams

Branch Offices
Post Office Square, Boston, Mass.
Phone Hancock 5900
Packard Bldg., Philadelphia, Pa.
Phone Rittenhouse 3915
1 La Salle St., Chicago, Ill.
Phone Dearborn 8910
155 Sansome St., San Francisco, Calif.
Phone EXbrook 3484

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HARRY FEIGENBAUM ADVERTISING AGENCY

1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623
ANPA — PPA

Officers
President.....Harry Feigenbaum
Radio Dept. Manager.....David Wermen
Radio Director & Talent.....Ralph A. Hart

•

FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City 6, Mo.
Phone HArrison 4890
AAAA—ABP—ANPA—PPA—NOAB

Officers
President.....C. P. Hanly
Vice-Presidents.....Bruce B. Brewer, H. M. Montgomery, C. L. Collette
Secretary-Treasurer.....O. P. Luther

New York Office
500 Fifth Ave., New York 18, N. Y.
Phone LOngacre 5-5000
Manager.....H. M. Montgomery

Chicago Office
430 N. Michigan Ave., Chicago 11, Ill.
Phone CEntral 8333
Manager.....C. L. Collette

Radio Accounts Placed—Skinner Mfg. Co., Nutrena Mills, Inc., Faultless Starch Co., Johnson & Johnson (TEK toothbrushes).

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LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone MUrray Hill 4-3300
ABP—ANPA—PPA—APA—NOAB

Officers
President & Treasurer.....Lawrence Fertig
Radio Director.....Henry Bretzfield

Radio Accounts Placed — Smith-Douglass Co., Inc.

FITZGERALD ADVERTISING AGENCY, INC.

202 Southern Bldg., 833 Howard Ave.,
New Orleans 13, La.
Phone Raymond 5194
AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB

Officers

President.....Joe L. Killeen
Vice-President.....Joseph H. Epstein
V.-P. and Time Buyer.....Leonard Gessner
Secretary-Treasurer.....Roy M. Schwarz
Radio Director.....Martha Dulin

Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

•

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse 2, N. Y.
Phone 2-3129
ABP — ANPA — PPA — APA

Officers

Owner.....John B. Flack
Radio Account Executive
Richard H. Wickham

Radio Accounts Placed—Netherland Dairy, Keepsake Diamond Rings, Napteen Labs, Bardeen's, Inc.

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HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone LIberty 0813-4-5
ANPA—PPA

President.....Karl M. Frost
Treasurer.....Harry M. Frost
Production Manager.....Harold E. Bessom
Secretary.....Harvey P. Newcomb
Radio Director & Time Buyer
Harvey P. Newcomb

Branch Offices
Lynn, Mass.

Radio Accounts Placed — Durkee-Mower, Inc., CeLect Baking Co., Cold Spring Brewing Co., Eastern Racing Assn., Eldred & Barbo, National Bakers' Service, Shubert Theaters, Supreme Wine Co.

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FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone MUrray Hill 6-5600
1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700
AAAA — ANPA — PPA — ABP
APA—ABC—NOAB

Officers

President (Cleveland).....A. L. Billingsley
Chairman of the Board (New York)
J. E. Wiley
Secretary-Treasurer (Cleveland)
C. C. Reidenbaugh
Exec. Vice-Pres. (Cleveland)..E. L. Andrew

Radio Dept.

Radio Dir. (N. Y.).....Lee Williams
Time Buyer (N. Y.).....G. L. Trimble
Time Buyer (Cleveland).....W. J. Staab
Research Dir. (N. Y.).....Milton Decker

Television Dept.

Director (N. Y.).....Lee Williams
Art Director (N. Y.).....R. S. Chenault
Movie Director (Cleveland)
Reed Drummond

Radio Accounts Placed — Commonwealth Shoe & Leather Co., Westminster, Ltd., Stouffer Restaurants, Cleveland National Bank, Westinghouse Elec. & Mfg. Co. (Lamp Division).

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AD FRIED ADVERTISING AGENCY

201 Easton Bldg., Oakland, Calif.
Phone Higate 6580

Officers

Radio Director.....Ad Fried
Copy Director.....Tom Doyle
Format Manager.....William Morgan
Publicity Director.....Millie Adler
Program Manager.....Elaine Trigger

Television Dept.

No commercial television is yet available in the San Francisco Bay Area, but we have two clients interested in being the first sponsors of such broadcasts. At present Ad Fried, owner, has covered this field.

Radio Accounts Placed—Darling Shops, Delanes Jewelers, Tasch Furriers, Oakland & San Jose Offices of Postal Union Life Insurance Co., Oakland Pro Football Association, Alameda Democratic County Central Committee (Election & Political Rallies), Dynan Finance Co.

Radio Producers—Ad Fried, Elaine Trigger, Tom Doyle.

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GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915
AAAA

Officers

Chairman of Board.....H. S. Gardner
President.....E. G. Marshutz
Secretary.....E. A. W. Schulenburg
Treasurer.....E. R. Gardner
Vice-Pres. & Director of Radio (St. Louis)
C. E. Claggett

Branch Offices
9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
Vice-President in Charge of Radio,
Roland Martini

Radio Accounts Placed—Pet Milk Co. (Saturday Night Serenade, Mary Lee Taylor), Ralston Purina Co. (Tom Mix), Purina Mills (Grand Ole Opry), Hyde Park Beer.

GARFIELD & GUILD ADVERTISING AGENCY

660 Market St., San Francisco, Calif.
Phone EXbrook 3420
PPA—ANPA—NOAB—ABP—NAAN

Officers

President.....Sidney Garfield
Vice Pres. & Director of Radio..Walter Guild
Radio Time Buyer.....M. Amundsen
Radio Publicity Dir.....Frank King
Production Dir.....David Bascom
Radio Producers.....Walter Guild, David Bascom, Ted Dahl

Radio Accounts Placed—Brite-Ize, Brody's, Capwell, Sullivan & Furth, El Dorado Oil Co., Euclid Candy Co., Alice Frock, Haskins Bros., Hurley Marine Works, Good Foods, Inc., Gravem-Inglis Baking Co., Kay Jewelers, Valley Church of the Air, Smith's, No-Doz Awakeners, Northrup King & Co., Remar Baking Co., Rosefield Packing Co., Hunt Brothers Packing Co., Chemicals, Inc., Southwest Food Products, Betty Lou Foods, O'Rourke of California, Gulhard Chocolate Co., Louis Milani Foods, Hunt Brothers Packing Co.

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W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 8191
ABP—ANPA—PPA—NOAB

Officers

President & Treas.....W. W. Garrison
Vice-Presidents.....Brooks Middleton, Earl Lines
Secretary & Time Buyer.....G. P. Schill

Radio Accounts Placed—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Radar-Radio Industries.

•

GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.
Phone, GARfield 1081
AAAA—APA—ABP

Officers

Owner.....Edwin P. Gerth
Account Executives.....Richard Sleight, J. R. Pitsker
Art Director.....Dan Adair

Branch Office

219 W. 7th St., Los Angeles 14, Cal.
Phone, TUcker 4769
Manager.....David R. Showalter

•

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York 22, N. Y.
Phone Wickersham 2-5400
AAAA—PPA—ANPA—PRB—ABF

Officers

President .....Bertram B. Geyer
Exec. Vice-President.....H. W. Newell
Exec. Comm. Chairman.....Joe M. Dawson
Vice-Presidents.....R. M. Ganger, J. W. Bertch, H. M. Hempstead, A. A. Surin, Vernon M. Welsh, R. E. Tuttle

Radio Dept.

Directors.....Donald S. Shaw, Eleanor L. Larsen
Publicity Dir.....Edward F. Thomas

Television Dept.

Director.....Donald S. Shaw
Prod. Supervisor.....Eleanor L. Larsen

Branch Offices

U. B. Bldg., Dayton, O.
Phone Fulton 4145
Manager.....E. G. Frost

14250 Plymouth Rd., Detroit 22, Mich.
Phone, Hogarth 5520
Exec. Contacts.....H. M. Hempstead, R. E. Tuttle

Radio Accounts Placed — Nash-Kelvinator Corp.

Television Account Placed—Knox & Dunlap Hats for Men and Women.

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GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City, Utah
Phone 4-5516
ANPA — APA — ABP

Officers

President & Treasurer.....M. C. Nelson
Vice-Presidents .....J. Y. Tipton, Lon Richardson
Secretary.....Virginia Murray
Asst. Radio Dir.....Mary Lou Ritchie
Acct. Exec., Radio Dir. & Producer, Victor V. Bell
Art Dir. & Prod. Mgr.....Dan Leahy

Radio Accounts Placed—Sego Milk Products Co., Utah Oil Refining Co., Excelcis Products Co., Mountain Fuel Supply Co., Royal Baking Co., Walker Bank & Trust Co., Sweet Candy Co., Cloverleaf Dairy, Tracy Loan & Trust Co., Utah Power & Light Co., Utah State Fed. of Labor, Fisher Brewing Co., J. A. Hogle & Co., Porter Scarpelli Macaroni Co. (Salt Lake City), Utah Lumber Co., Utah Copper Co.

•

GLASER ADVERTISING, INC.

Statler Bldg., Boston 16, Mass.
Phone Hubbard 7188
AAAA — ABP — ANPA — PPA — APA

Officers

President.....Louis Glaser
Radio Director.....M. B. Collins
Production Manager Thomas F. Eccleston, Jr.

Radio Accounts Placed—Hathaway Bakeries, Inc., Rose-Derry Co.

GLASSER-GAILEY & CO.

3275 Wilshire Blvd., Los Angeles 5, Calif.
Phone Fl. 2141

Officers

Partner.....G. F. Glasser
Radio Director.....P. E. Gailey
Time Buyer.....K. C. Jones

•

RAY K. GLENN ADVERTISING

1366 First Natl. Bldg., Oklahoma City 2, Okla.
Phone 3-5439
ABP—ANPA—SAAA—SNPA—NOAB

Officers

General Manager.....Ray K. Glenn
Radio Director.....Lowe Runkle

Branch Offices

1342 Liberty Bank Bldg., Dallas, Texas
Phone CEntral 3334
Manager.....T. A. Workman
1615 Fort Worth Natl. Bank Bldg.,
Fort Worth, Texas
Phone 2-2575
Manager.....Duke Burger, Jr.

Radio Accounts Placed—The Frito Co., Globe Laboratories, Bewley Mills, Williamson-Dickey Mfg. Co., Producers Creamery Co., Cains Coffee Co., Hardeman-King Co.

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MAX GOLDBERG ADV. AGENCY

611 Railway Exchange Bldg.
Denver, Colorado
Phone: CH 5533
ANPA—APA

Personnel

Radio Director.....Wes Battersea
Radio Continuity.....Mrs. Dorothy Lutz
Radio Continuity.....Mrs. Elizabeth Nixon

Radio Accounts Placed—Dave Cook Sporting Goods Co., M. & O. Cigars, Ambrose & Co. (Richelieu Wines, Jams & Jellies), State of Colorado, Denver Jewelry Co., New York Furniture Co., and Dundee Clothing Co.

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GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago, Ill.
Phone Superior 6747
AAAA—ANPA—PPA—ABP
Affiliated with Raymond R. Morgan Co. Hollywood, Calif.

Officers

President.....Clyde M. Joice
Vice President-Treasurer.M. Lewis Goodkind
Vice-President-Merchandising,
Harlow P. Roberts
Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Space Buyer.....Florence A. Neighbors

Radio Accounts Placed—Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Iowa Soap Co., Pine Forest Co., Hooker Glass & Paint Co., Jewel Tea Co., Inc., Mid-Continent Airlines, Inc., Priebes & Sons, Inc.

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GOTHAM ADVERTISING COMPANY

2 West 46th St., New York 19, N. Y.
Phone LOngacre 5-2616
APA—ABP—ANPA—PPA

Officers

President.....C. E. Harris
Radio & Tele. Director.....Arthur A. Kron
Executive & Vice-Pres.....D. D. Sutphen, Jr.
Sec. & Treas.....Arthur A. Kron

Radio Accounts Placed—Hartley's Marmalade, Lutheran Hour.

•

GREY ADVERTISING AGENCY, INC.

166 West 32nd St., New York 1, N. Y.
Phone CHickering 4-3900
ABP — ANPA — PPA — NOAB — APA

Officers

President.....Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Supervisor of Radio.....Herschel Deutsch
Time Buyer.....Hermina Lukacsy

Radio Accounts Placed—Dif Corp., Lambert Bros., Bucilla, Doughnut Corp., Easy-Do, Van Heusen, Simplicity.

•

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179

Officers

President .....Julian Gross
Sec. & Radio Time Buyer..Geraldine K. Ray
Account Executive.....Robert Lewis

•

GLICKSMAN ADVERTISING CO., INC.

400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716
ABP — ANPA — PPA

Officers

President .....Joseph Glicksman
Vice-President-Secretary .William Glicksman
Treasurer .....David Glicksman
Radio Director.....Jos. Glicksman

Radio Accounts Placed—Adam Hats, Portis Bros. Hat Co.

•

GRACE & BEMENT, INC.

2866 Penobscot Bldg., Detroit 26, Mich.
Phone, Cherry 9400
ANPA—PPA—APA—NOAB

Officers

Pres. & Treas.....Edward R. Grace

Vice-President.....Austin F. Bement
Vice-Pres. Chg. Research & Media;
Radio Time Buyer.....L. C. Grace
Secretary.....A. M. Ganoung
Production Manager.....Thomas C. Bacon
General Manager.....J. R. Bracken
Art Director.....Judson Ross
Account Executives.....Dean Leith,
Richard Burke, J. R. Bracken

•

GRANT ADVERTISING, INC.

1313 Gulf States Bldg., Dallas, Texas
Phone RIverside 8121
ABP—ANPA—PPA—PRB—SNPA

Officers

President.....Will C. Grant
Vice-Presidents.....Claude R. Miller,
George C. Bayna, Eugene W. Cooper
Radio Directors.....L. G. Harris,
D. Lockhart

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
Phone SUperior 9052
Radio Director.....James Whipple
30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-4485
Radio Dept.....John C. Morrow,
Perry Dickey, Jim McClain, Evelyn Elam
Edif. Guardiola, Mexico City, Mexico
Phone 6-1380
Padre Mier 474, Monterrey, Mexico

Radio Accounts Placed—Vick Chemical Co. (Vitamins Plus), Mars, Inc., Cudahy Packing Co., American Chicle Co. (Beeman's).

•

GREEN-BRODIE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-9533
ANPA — PPA

Officers

President.....Julian P. Brodie
Secretary-Treasurer.....Alan Green
Vice President-Art Director.Murray A. Levin
Production Director.....Harold Lebow
Radio Dept.....Julian P. Brodie

Radio Accounts Placed—Pieter deWitt Diamonds, Ltd., Trade Bank & Trust Co.

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GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone MAin 7626
AAAA—ANPA—PPA—APA—APB—NOAB

Officers

President.....C. L. Eshleman
Radio Director.....Earl R. Preble

Radio Accounts Placed—Fleetwing Corp.

GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
Phone, PEnnsylvania 6-8518

Personnel

Frances G. Guilford
Space Buyer.....Amelia Pronko

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M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1950
ABP — ANPA — PPA — NOAB

Officers

Partner.....Montague H. Hackett
Members:.....Robt. D. Spahn,
John Small, Henry C. Bainbridge, Louis Redmond, Aida Stearns.

Radio Accounts Placed—Riggio Tobacco Corp., Chatham Mfg. Co.

•

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., Rochester, N. Y.
Phone Main 2073
ANPA — APA

Officers

President.....H. Lyman Hart
Secretary.....M. Brinkman Hart
Vice President.....Harold E. Kennedy
Radio Director.....John P. Street

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GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055
ANPA — PPA — APA — ABP — NOAB

Officers

President.....George H. Hartman
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan

Radio Accounts Placed—Hartz Mountain Products, Nelson Bros. Co., Simoniz Co., P. A. Starck Co., Sawyer Biscuit Co.

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HENRI, HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone SUperior 3000
ANPA—PPA—APA—ABP—NOAB

Officers

President .....W. B. Henri
Secretary .....W. D. McDonald
Treasurer .....J. F. Hurst
Space Buyer.....Louis C. Paul
Radio Director.....Wm. E. Jones

Radio Dept.

Assoc. Radio Dir.....David W. Dole
Publicity Dir.....Russell M. Cunningham

Radio Accounts Placed—Network: Skelly Oil Co., John Morrell & Co., Acme White Lead and Color Works, Ballard & Ballard; National Spot: John Morrell & Co., Ballard & Ballard Co., Carolene Products Co., Bauer & Black (Blue Jay), Acme White Lead & Color Works.

HILL ADVERTISING

250 Park Ave., New York, N. Y.
Phone, PLaza 3-7800
PPA—ABP

Officers

President.....Weston Hill
Vice-President.....W. L. Ledwith
Secretary.....Joe Cesare

Radio Account Placed—Central Broadcasting Corp.

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HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.
Phone Trinity 1453

Officers

President.....David S. Hillman
Vice-Pres.....Donald A. Breyer
Gen. Mgr.....Hassel Smith

Radio Dept.

Director.....Charles F. Chaplin
Time Buyer.....Selma Schonfeld
Publicity Dir.....L. Moran
Producers .....C. Chaplin, E. Braun, R. Ashby

Radio Accounts Placed—42 Oil Shampoo, 42 Hair Oil Tonic.

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HIXON-O'DONNELL ADV., INC.

19 West 50th St., New York 20, N. Y.
CIrcle 5-6590
ANPA—PPA—APA—ABP—NOAB

Officers

President & Gen. Mgr.....S. M. Morey
Vice-President.....Thos. E. Orr
V..P. & Radio Director....L. B. Van Doren
Vice-President.....A. W. Humm
Secty. & Treas.....F. B. Hengge
Radio Time Buyer.....Kathryn Shanahan

Radio Accounts Placed—Richfield Oil Corp., Robertshaw Thermostat Co., Sinclair Refining Co.

•

WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio
Phone MAin 3450

Officers

Owner, Sales, Buyer.....William F. Holland
Copy.....B. J. Holland
Art Director.....Dale Maxey
Research Director.....Jean Clark
Sales .....Clyde Hague
Continuity .....James Parson
Statistician .....Mack Fevria
Production .....Cress Meinhardt
Associate Mgr.....D. E. Holland
Merchandising.....C. J. Schuck

•

ROBERT HOLLEY ASSOCIATES

1270 Sixth Ave., New York, N. Y.
Phone, CIrcle 6-2850
ABP

Officers

Owner.....Robert Holley
Space Buyer.....Suzanne Hanson

Radio Accounts Placed—General Amusements, ASCAP.

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CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0850
AAAA—ANPA—PPA—ABP

Officers

President and Treasurer....Everett W. Hoyt
Secretary.....C. B. Donovan
Vice-Presidents.....F. A. Whipple, W. K. Dingledine
Director of Radio.....W. P. Smith
Time Buyer.....C. B. Donovan
Television Dir.....W. P. Smith

Branch Office

15 Lewis Street, Hartford, Conn.
Phone 5-6066

Vice-President.....F. A. Whipple

Radio Accounts Placed—B. C. Remedy Co., Charles Gulden, Inc., Burnham & Morrill, E. L. Knowles Co. (Rubine), W. A. Taylor (Valliant Wine), The John G. Paton Co. (Golden Blossom Honey).

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THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.
Phone WIckersham 2-3338

Officers

President-Treasurer.....H. S. Goodman
Secretary .....H. Knuth
Vice-President.....Everett F. Goodman

Branch Office

206 S. Spring St., Los Angeles, Calif.

•

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.
Phone Liberty 4714
AAAA—ABP—ANPA—PPA

Officers

Vice-President & Radio Director, Wm. H. Eynon
Asst. to Radio Dir.....Sally Larkin

Branch Office

420 Lexington Ave., New York, N. Y.

Vice-Pres.....H. B. Humphrey, Jr.

Radio Accounts Placed—Rumford Chemical Works, Christian Science Monitor, The Employers' Group Insurance Companies, Waltham Watch Co., Rustcraft Greeting Cards (Christian program only), First Church of Christ, Scientist.

•

HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester 4, N. Y.
Phone Main 3528
APA—ANPA—PPA—ABP—NOAB

Officers

President.....F. A. Hutchins
Secretary & Treas.....F. Irving Hutchins
Vice-Presidents.....J. P. McCarthy, Mosher S. Hutchins

Director of Radio.....Raymond P. Weis

Branch Offices

3701 N. Broad St., Phila. 40, Pa.
Radcliff 1900

Vice-Pres. & Resident Mgr...Ernest B. Lo

Vice-Pres. & Resident Mgr.,
Ernest B. Loveman
19 W. 44th St., New York 18, N. Y.
MUrray Hill 2-0716

Vice-Pres. in Charge of Radio Broadcast & Television Programming (located in N. Y. office).....John E. McMillin
1244 Dufferin St., Toronto, Canada

Radio Accounts Placed—Philco, Schuler's Potato Chips.

•

IVEY & ELLINGTON, INC.

535 Fifth Ave., New York 17, N. Y.
MUrray Hill 2-5204
ABP—ANPA—PPA

Officers

President.....Jesse T. Ellington

Vice-Presidents.....T. S. Strong, T. M. Keresey, C. L. Landon, G. F. Morrow

Radio Dept.

Media Director.....A. G. Graff

Radio Production.....Hal James

Radio Accounts Placed—Bayuk Cigars Inc., Sweets Company of America, General Baking Co., McKesson & Robbins Inc.

•

JOSEPH JACOBS JEWISH MARKET ORGANIZATION

6 East 46th St., New York 17, N. Y.
Phone MUrray Hill 2-6995

President, Owner & Treas.....Joseph Jacobs

Vice-President & Prod. Mgr....Morris Unger

Time Buyer.....Joseph Jacobs

Talent Buyer.....M. Keilson

Radio Director.....Sholom Rubinstein

Script.....J. I. Freedman

Research .....Dorothy Osofsky

Radio Accounts Placed—Maxwell House Coffee, Diamond Crystal Salt, Bab-O, My-T-Fine Desserts, Premier Food Products, Ralston, Sanka Coffee, Grape-Nuts Wheat-Meal, Colgate Dental Cream, Anacin, "Junket" Rennet Products, Old English Household Products, Dugan Bros., H-O Oats, Bond Bread, Barbasol, Davis Baking Powder, Cocomalt, Cut-Rite Waxed Paper, San Fay Tissue, Florigold Oranges and Grapefruit, Pillsbury Enriched Farina, Heckers' Cream Farina, Hellmann's Mayonnaise, Whitehall Pharmacal Co. (New Hair Groom, Bi So Dol, Kolymos Tooth Paste & Powder), Aunt Polly's Soup Mix, Baker's DeLuxe Cocoa, Ry-Krisp, Shredded Ralston.

JESSOP ADVERTISING CO.

First Central Tower, Akron 8, Ohio
Phone Franklin 3232

Officers

President.....M. K. Jessop

Time Buyer.....Charles A. Jessop

Radio Director.....R. Gilbert

•

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
Phone Main 3351
AAAA — ABP — ANPA — PPA

Officers

President.....C. M. Robertson, Jr.

Vice-Presidents.....Stanley A. Willer, James M. Nelson

Secretary.....Elmer A. Vehr

Time Buyer.....Kathryn M. Hardig

Publicity.....M. MacPherson

Space Buyer.....Wm. R. Frietsch, Jr.

Branch Office

580 Fifth Ave., New York City
Phone WIsconsin 7-5500

Manager.....Philip Meek

Radio Accounts Placed—Dow Drug Co., Kroger Grocery & Baking Co., Carter Coal Co., Miami Margarine, Ten-B-Low, Kutol Products Co., Fifth Third Union Trust Co., Hotel Netherland Plaza.

•

H. W. KASTOR & SONS ADVERTISING CO., INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone Central 5331
ANPA—PPA—ABP—SNPA

Officers

President.....Henry K. Kahn

Exec. Vice-Pres.....V. T. Mertz

Vice-Presidents.....J. H. Wright, Mrs. R. F. Farquhar, Harold Merillat

Radio Dept.

Director.....J. H. Wright

Time Buyer.....George Duram

Radio Traffic.....Marie McDonald

Talent Buyer.....Joan Herron

Branch Offices

9 Rockefeller Plaza, New York
Phone COlumbus 5-6135

Manager .....G. Brandt

Arcade Bldg., St. Louis, Mo.
Phone Central 6790

Manager .....Herman Kastor

6331 Hollywood Boulevard
Hollywood, Calif.
Phone Granite 1631

Coast Radio Dir.....Arthur Daly

Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co., Blackhawk Brewing Co., 8-In-1 Company.

THE JOSEPH KATZ COMPANY

444 Madison Ave., New York, N. Y.
Phone WIckersham 2-2740
AAAA—ANPA—PPA—ABP

Officers

President.....Joseph Katz
Vice-President.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Director of Radio.....Allen J. de Castro
Radio Producers & Continuity Writers, Nat C. Wildman, H. E. Hudgins, Alvan Sommerfield

Branch Offices

8 South St., Baltimore, Md.
Phone Lexington 1500
Manager.....C. M. Harrison
Director of Radio.....Robert G. Swan

Radio Accounts Placed—American Oil Co., Maryland Pharmaceutical Co., Ex-Lax, Inc., Arrow Beer, Jests, Inc., Laco & Pompeian Products, Inc., Gibbs & Company, Inc., Maryland Drydock, Gude's Pepto-Mangan.

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HENRY J. KAUFMAN ADVERTISING

Homer Bldg., Washington 5, D. C.
Phone District 7400
ANPA—APA—ABP—PA—NAAN

Officers

Owner.....Henry J. Kaufman
Radio Director.....Jeffery A. Abel
Copy Chief.....William F. Sigmund
Space Buyer.....Betty D. Gwyer
Time Buyer.....Betty Ann Harper

•

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.
Indianapolis 4, Ind.
Phone RIley 1478
ANPA—AAAA—PPA

Officers

Pres. .....Hal Keeling
Exec. Vice-Pres. & Time Buyer..Don Collins
Vice-Pres. & Sec.....Wm. Hutchinson

Radio Account Placed—Hastings Manufacturing Co., Casite Corp.

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JAN KENYON'S ADV. AGENCY

4432 Piedmont Avenue, Oakland 11, Calif.
Piedmont 4680

Officers

Manager & Director Publicist...Jan Kenyon
Assistant Director.....Lee Franco
Radio Producer.....Jan Kenyon

Radio Accounts Placed—Jean Mater, Inc., Johansson Massage Institute, Dolores Premier School, Hank & Frank Bicycle Academy, Sherman Clay Box Office (Oakland); Gann Products Co., Cassou's French Bakeries. (All local accounts.)

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone LOngacre 5-5090
AAAA—ABP—ANPA—PPA—PRB

Officers

President.....Gerald B. Spiero
Vice-President.....Morris Kinzler
Secretary-Treasurer.....Alvin J. Kayton
Time Buyer.....Herman Jacobs

Radio Account Placed—Twentieth Century-Fox Film Corp.

•

KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis 2, Mo.
Phone Garfield 0777

Officers

President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer....W. W. Zahrndt
Vice-Pres. and Secretary.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr., V. A. Kelly
Radio Continuity Writers....C. F. Kelly, Jr., V. A. Kelly

Radio Accounts Placed—Trems, Inc., Visit St. Louis Committee.

•

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 3-0700
AAAA — ANPA — PPA — ABP — APA

Officers

Chairman of Board.....Otis Allen Kenyon
President.....Thomas D'Arcy Brophy
Treasurer.....Charles Vasoll
Secretary.....Joseph A. Vessey
Vice-Pres. & Dir. of Radio.....Dwight Mills
Asst. Director of Radio.....Robert D. Wolf
Producers:.....John Hines, Robt. Brilmayer
Writers:.....Helen Hinckley, Peggy Holt, Davis Smith, John Mathews

Branch Office

135 S. La Salle St., Chicago 3, Ill.
Phone RAndolph 6470
Vice-President in charge....Chester A. Foust

Radio Accounts Placed—Network: Charles B. Knox Gelatine Co., Standard Brands (Fleischman's Foil Yeast), Richard Hudnut, Wesson Oil & Snowdrift, Rock City, Bosco, Spool Cotton, Kellogg Co. (All-Bran, Gro-Pup, 40% Bran, Pep, Raisen 40% Bran), Corn Flakes, Rice Krispies, Krumbles, Shredded Wheat, Pepperidge Farm, Stetson Co., McHugh Bros. & Drummond, RCA, Savavins, Inc., S. B. Thomas Inc., R. B. Davis Co., Borden Co.

H. M. KIESEWETTER ADVERTISING AGENCY, INC.

9 East 40th St., New York 16, N. Y.
Phone Lexington 2-0025
ANPA — PPA — ABP

Officers

President & Treasurer....E. T. Kiesewetter
General Manager.....H. M. Kiesewetter
Radio Dept. Manager.....Samm S. Baker
Radio Time Buyer.....Rhoda Kane Powers

Radio Accounts Placed—Penn Tobacco Co., Bathasweet Corp., Lorr Laboratories, The Mennen Co.

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KIRCHER, LYTLE, HELTON & COLLETT, INC.

321 West First St., Dayton 10, Ohio
Phone 2151
PPA—ABP—BPA

Officers

President .....J. Horace Lytle
Vice-President.....R. C. Kircher
Treasurer.....C. B. Helton
Secretary.....Robert Collett
Art Director.....Gustave Sigritz

•

KNOLLIN ADV. AGENCY

111 Sutter Bldg., San Francisco 4, Cal.
Phone, SUtter 6110
AAAA—APA—ABP

Officers

President.....James C. Knollin
Art Director.....Norman Erickson
Office Manager.....Alice Ernest
Space Buyer.....Ina H. Hamman
Account Executives.....Robert H. Knollin, Thomas J. McNamara

Branch Office

530 W. 6th St., Los Angeles 14, Cal.
Phone, VAndike 4057

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MERRILL KREMER, INC.

1711 Exchange Building, Memphis, Tenn.
Phone 5-4343
— ABP—SNPA—APA—PANY—NAAN— — ANPA

Officers

President.....Merrill Kremer
Secretary and Treasurer.....Ernest Lee
Account Executives.....Merrill Kremer, Homer Gentry, Polly Cooper, Martha Haynil
Production Director.....Homer Gentry
Time Buyer.....Polly Cooper

•

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York, N. Y.
Phone PLaza 3-9600
AAAA—ABP—ANPA—PPA

Radio & Television Departments

Vice-President.....Cecil H. Hackett
Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
Executive-in-Charge .....Grant Chamberlain
10 West 21st Street, Kansas City, Kans.
Executive-in-Charge .....David Mindlin
3055 Wilshire Blvd., Los Angeles, Calif.
Executive-in-Charge .....Helen Hedstrom

Radio Accounts Placed—National Spot: Renoir Parfums, Ltd., Marshall Field & Co., Bonne Bell Inc., Black, Starr & Gorham, Joe Lowe, Inc., Ann Haviland Laboratories.

Television Accounts Placed—Dobb Hats, Harper's Bazaar.

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KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.
Phone CIrcle 6-2660

Officers

President-Radio Account Exec..A. A. Klinger
Secretary, Treas. & Acct. Exec.....E. French

Radio Accounts Placed — Madison Long Island Personal Loan Co., Madison Finance Co. of N. J., Servus Clothes, Samuel Schlossman & Sons, Inc., Stanback Co.. Ltd., Bridge Apparel Shops, Smilin' Irishman, Kent Motors, Ideal Motors, Price Motors, Superior Agencies, Inc.

•

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
Minneapolis 2, Minn.
Phone Bridgeport 7701
ANPA—PPA—APA

Officers

President.....E. E. Sylvestre
Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. H. Sarles, Elizabeth B. Reeves, Helen A. Brown
Secretary & Treasurer.....C. L. Greenwood
Radio Director.....Russell Ness
Director of Media & Research, Dr. A. R. Root
Radio Program Production....H. K. Painter
Radio Script.....E. B. Reeves
Time Buyer.....Dr. A. R. Root

Branch Office
415 Chanin Bldg., New York 17, N. Y.
Phone MUrray Hill 4-3982
625 Market St., San Francisco 5, Calif.
Phone SUtter 6744
Vice President.....R. W. Stafford
Radio Production Manager....Hal Burdick
Radio Account Placed — General Mills, Inc.

•

ARTHUR KUDNER, INC.
630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-3200
AAAA — ANPA — PPA — ABP

Officers

President.....J. H. S. Ellis
Vice-Presidents.....E. J. Owens, Sam D. Fuson, Charles F. Gannon, Kenneth Collins
Director of Radio.....Myron P. Kirk
Script Buyer.....Alan Ward
Time Buyer.....Eleanore Manning
Production.....G. Bennett Larson

Branch Offices

New Center Bldg., Detroit, Mich.
Phone Madison 5315
Robert Copeland
Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty

Radio Accounts Placed—Network: U. S. Tobacco Co., National Spot: Goodyear Tire & Rubber, General Motors, Benson & Hedges.

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J. R. KUPSICK ADVERTISING AGENCY, INC.
122 East 42nd St., New York, N. Y.
Phone MUrray Hill 5-9145
ANPA — ABP — PPA

Officers

President.....J. R. Kupsick
Vice President.....Saul Kampf
Radio Director.....Frank Powderly
Space Buyer.....E. M. Fordsman

Radio Accounts Placed—Arco Publ. Co., Hecht Co., N. Y. Auto Exchange, Greiner Motor Sales, Maple Motors, Paul Kaskali, Cascade Laundry, United Institute of Aeronautics, Ben Marden's Riviera.

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LAKE-SPIRO-SHURMAN, INC.
2800 Sterick Tower, Memphis 3, Tenn.
Phone 5-1571
ABP—ANPA—PPA—SNPA

Officers

President.....Avron Spiro
Secretary-Treasurer.....M. M. Shurman
Radio Director.....Clark R. Brown

Radio Accounts Placed—Plough, Inc., The Piso Co.

LAMBERT & FEASLEY, INC.
9 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-3721
ANPA — PPA

Officers

President .....John L. Johnston
Executive V-P. .....Gordon Seagrove
V-P.-Radio Director .....Martin Horrell
General Manager.....Frank Mace

Radio Accounts Placed—Lambert Pharmacal Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

•

LANDSHEFT, INC.
810 Liberty Bank Bldg., Buffalo 2, N. Y.
CI-7260
ANPA—ABP

Officers

President.....A. Wm. Landsheft
Vice-President.....H. L. Barber
Production Mgr.....D. B. Weiss
Art Director.....N. Johnston

•

LAUESEN & SALOMON
520 No. Michigan Ave., Chicago 11, Ill.
Phone SUperior 0738
ABP — ANPA — PPA

Officers

President.....A. M. Salomon
Account Executive.....Wendell Walker

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LEEFORD ADVERTISING AGENCY
315 Fourth Ave., New York 10, N. Y.
Phone STuyvesant 9-1742
PPA

Officers

President-Radio Director.....David D. Lee
Treasurer .....W. C. Hoyt

Radio Account Placed — Remington-Rand, Inc., American Writing Machine Co.

•

LENNEN & MITCHELL, INC.
17 East 45th St., New York 17, N. Y.
Phone MUrray Hill 2-9170
AAAA — ANPA — PPA — APA — NOAB

Officers

President.....Philip W. Lennen
Vice President-Treasurer.....Robert W. Orr
Secretary.....Arthur L. Lynn
Director of Radio.....S. James Andrews
Radio Producer.....Travis D. Wells

Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Tide Water Associated Oil Co., Parfums Schiaparelli, Inc., Lehn & Fink.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579
ANPA—ABP—PPA

Officers

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower
Production Manager.....George DeWitt
Radio Director.....A. B. Fisher

Radio Accounts Placed—Railley Corp., Bonne Bell, Inc., Yellow Cab Co.

•

AL PAUL LEFTON CO., INC.

1617 Penna. Blvd., Philadelphia 3, Pa.
Phone RIttenhouse 1500
ANPA—APA—NOAB

Officers

President.....A. P. Lefton
Vice-Presidents.....G. W. Wolfsten, P. Brown, T. A. Ballantyne
Public Relations Dir., Andrew McLean Parker
Time Buyer.....H. B. Gotwals

Branch Offices

521 Fifth Ave., New York 17, N. Y.
Phone VAnderbilt 6-4340
Vice-Presidents.....R. J. Herts, M. S. Gladstone, R. J. Misch
Radio Director.....Carl Mark

•

LEIGHTON & NELSON

202 State St., Schenectady 5, N. Y.
Phone 6-4202
ABP — PPA — ANPA

Officers

Partners .....Winslow P. Leighton and George R. Nelson
Radio Director.....George R. Nelson
Copy Director.....Cecil Woodland
Radio Assistant.....Marilyn Hermant

Radio Accounts Placed—Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Breslaw Bros. Furniture, Stanton Brewery, Saratoga Vichy Spring Co., Rudolph Bros., D'Jimas Furs, Central Super Markets, Colonial Ice Cream Co., Morris Plan Bank, Wallace's Dept. Store.

•

TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver 3, Colorado
Phone CHerry 4521-2
ABP — ANPA — APA

Officers

Owner.....Ted Levy
Production Manager.....William Robertson
Office Manager.....Elinor Herron

Radio Dept.

Copy Director.....Barbara D. Aiton
Copywriters .....Eleanore Zaengle, Gladys D. Kauffman

•

A. W. LEWIN CO., INC.

40 East 49th St., New York 17, N. Y.
ELdorado 5-3545
AAAA—ABP—ANPA—PPA

Officers

Partners.....A. W. Lewin, S. M. Weiss
Traffic Mgr.....M. A. Cahill
Account Exec.....Maurice Marks

Branch Office

11 Commerce Street, Newark 2, N. J.
Mitchell 2-7244

Radio Accounts Placed—National Spot: Harvel Watches, June Dairy Products Co., The Corsetorium.

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ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235
ABP—ANPA—PPA—NOAB—APA

Officers

Owner.....Addison Lewis
Time Buyer.....Margie Anderson
Account Executives.....Edward Grubb, Harvey Kruse, J. A. Quint, Arthur Grove, Don Johnson

Radio Accounts Placed—Minneapolis-Honeywell.

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LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340
AAAA — ABP — ANPA — PPA — NOAB

Officers

President.....Leon G. Livingston
Vice-President.....W. C. Day
Radio Time Buyer.....Zonabelle Samson

Radio Accounts Placed—Colgate-Palmolive-Peet (Peet's Granulated Soap), Simon Mattress Mfg. Co., Nestle's Milk Products, Inc., Italian Swiss Colony, Haas Bros.

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THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606
ANPA—NOAB

Officers

Director of Radio.....E. J. Sperry
Asst. Dir. of Radio.....Bob Struble

Supervisor of Syndicated Programs, Richard J. Slater
Script.....James A. Armstrong
Hollywood Producer.....Paul Quan
New York Producer.....Irene Beasley
Music Direction.....Delos Owen

Radio Accounts Placed—Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a transcribed syndicated basis.

•

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-8800
ANPA—PPA—NOAB

Officers

President.....Laurence M. Lloyd
Vice-President.....Charles M. Pietsch
Production Manager.....William T. Kaleb
Media Director.....John J. Hagan

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LOGAN & ARNOLD

621 S. Hope St., Los Angeles, Calif.
ANPA—AAAA—PPA—APA—ABP

Officers

President.....Dudley L. Logan
Exec. Vice-Pres.....J. C. Arnold
Vice-President.....Van Davis

•

EARLE LUDGIN, INC.

121 West Wacker Drive, Chicago 1, Ill.
Phone Franklin 1762
ANPA — ABP — PPA — APA

Officers

Partners.....Earle Ludgin, V. R. Bliss, J. H. Caro, J. H. Willmarth
Radio Director.....V. R. Bliss

•

JOSEPH MAXFIELD COMPANY

36 Exchange Place, Providence 3, R. I.
Phone GAspee 4456
ABP — ANPA

Officers

President.....Joseph M. Finkle
Vice-President.....Archie M. Finkle
Treasurer.....Bruno Schnabel
Executive Secretary.....Anne E. Woled
Time Buyer.....Joseph M. Finkle
Radio Director.....Dorothy M. Taipe

Radio Accounts Placed—Old Monastery Wine Co., Eclipse Food Products, Corp., Jack & Harry's Auto Stores, Candy Mart Stores.

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197
ANPA—ABP—APA—NAAN

Officers

President.....J. F. Fellay
Trea. & Radio Time Buyer.....Jay J. Keith
Vice-President.....Robert J. Rice
Radio Director.....Ann McNatt

Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

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MALCOLM-HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago, Ill.
Phone Webster 2110
ABP—APA—ANPA—PPA

Officers

Owner-Time Buyer.....Arthur M. Holland
Radio Account Executive....Max G. Holland
Radio Director.....Maury Cliffer
Radio Writers.....Hal Tate, Nikki Kaye, Ray Freedman, Eileen Rietz, Mauri Cliffer.

Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Alert Laundry, Holland Jewelers, Newart Co., Burde Cologne, Fij-Oil Shampoo, Rubin's Apparel, Roller Derby.

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MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360
ANPA — PPA — ABP — SNPA
NOAB

Officers

President.....Hays MacFarland
Vice-Presidents.....A. E. Aveyard, Malcolm A. Jennings, Allen B. Dicus, Harry M. Coleman
Secretary-Treasurer.....B. G. Ruttingh
General Manager.....Allen B. Dicus
Radio Director & Producer.....Evelyn Stark
Time Buyer.....Bergi Boe
Production Manager.....Edwin C. Frank

Branch Office

RCA Bldg., New York, N. Y.
CIrcle 6-2890

Radio Director.....H. C. Klein
Vice-President-Gen. Mgr..George MacGovern

Radio Accounts Placed—Network: Curtis Publishing Co., Nat'l Board of Fire Underwriters; National Spot: Omar, Inc., Burma-Vita Co., United Wallpaper, Inc., Curtis Publishing Co., Northwestern Yeast Co., Zenith Radio Corp.

MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321
ANPA—CAAA—CDNA—CWNA—CNN & PA

Officers

President-General Manager..J. A. MacLaren
Vice President-Assistant General Manager.....E. V. Rechnitzer
Vice-President-Treasurer.....I. E. Reynolds
Secretary.....G. T. Scroggie
Director .....James Ferres

Radio Dept.

C. M. Pasmore, M. Rosenfeld, H. H. O'Connor, Hugh Horler

Branch Offices

900 Dominion Square Bldg., Montreal, Que., Canada
Phone Plateau 9556
Office Manager.....E. H. H. Smith

911 Electric Ry. Chambers, Winnipeg, Man., Canada
Phone 26-622
Office Manager.....E. P. Thompson

305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268
Office Manager.....W. D. M. Patterson

Radio Accounts Placed—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers, S. F. Lawrason Co., Dalglish (Ont.) Ltd.; National Spot: Bulova Watch Co., Ltd., Canadian Life Underwriters, People's Credit Jewelers, O'Cedar of Canada, Tuckett Ltd.

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DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston, Mass.
Phone Liberty 1421
ANPA—ABP—PPA

Officers

Owner .....David Malkiel
Secretary .....Martha Brest
Radio Dept.....Harry Weinbaum, Martin Kadis, Morey Schwartz, Harry Lawrence

Radio Accounts Placed—I. J. Fox Co., Ace Vacuum Cleaners, Drive-In Theaters, Inc., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steuben's Restaurant, Canadian Ace Ale, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Rio Casino, Royal Crown Cola of Boston, Old Monastery Wines, Ritter Dancing School, Essex Hotel, Avery Hotel, Granada Vineyards, Inc., Glendale Coal Co., Racing Guide, Ray Galvin, Kasanof's Bread, Rosoff's, Totem Pole Ballroom, Belmont Furn., L. P. Rogers & Son, Washington Jewelers, Babijuice Oranges, Corner House, Franklin Insulation Co., Freda's Restaurant, Artie Clothes, Richards Clothing Co.

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MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Ave., Minneapolis 2, Minn.
Phone GEneva 9619
ABP—PPA—ANPA

Officers

Account Executive.....D. P. Nathanson
Account Executive.....Meyer Gold
Account Executive.....Jean Hadley
Account Executive.....Bruce Sielaff

Radio Dept.

Radio Director.....D. P. Nathanson
Time Buyer.....Jean Hadley
Talent Buyer.....Bruce Sielaff
Producers.....D. P. Nathanson, Jean Hadley

Television Dept.

Director.....D. P. Nathanson

Branch Office

1520 Crossroads of the World, Hollywood, Calif.
Branch Manager.....D. P. Nathanson

Radio Accounts Placed—Red Devil Soot Remover, Snyder's Drug Stores, Janney Best Paints, Pfunder's Tablets, Char-Tex.

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JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 3, R. I.
Phone GAspee 4456-7
ABP—ANPA

Officers

President.....Joseph M. Finkle
Vice-Pres.....Archie M. Finkle
Treasurer .....Bruno Schnabel
Exec. Sec.....Anne E. Woled
Time Buyer.....Joseph M. Finkle
Radio Dir.....Dorothy M. Taipe

Radio Accounts Placed—Candy Mart Stores, Inc., Eclipse Food Products Corp., Inlaid Optical Co., National Glass Co., R. I. Sales Co., Shiloh Bottling Co., Metropolitan Theaters.

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VAnderbilt 6-2022
ANPA — PPA — ABP — APA — ABC — AAAA — NOAB

Officers

Partners.....Harry C. Marschalk, G. A. Poetschke, S. H. Giellerup, S. L. Meulendyke
Director of Radio.....Carlo De Angelo
Radio Continuity Writers...G. W. Freeman, Bennett Kolb, Edmund Mitchell, John R. Allen

Radio Account Placed—Standard Oil Co. of N. J.

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J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-7450
ABP—ANPA—PPA—SNPA

Officers

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary Carle Rollins
Vice-Presidents..William B. Okie, Lester Loh
Vice-President-Director of Radio, Wilfred S. King
Time Buyer.....Edna Cathcart

Radio Accounts Placed—Ludens, Inc.; National Carbon Co., Canada Dry Ginger Ale & Spur, Magazine Repeating Razor Co., International Salt Co., Bleachette, Pure Foods (Herbox), Pan-American Coffee Bureau, Burlington Mills.

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MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA—PPA—APA—AAAA—ABP
ABC—NOAB—TAB—CCA

Officers

Chairman of Board.....Lou R. Maxon
President .....T. K. Quinn
Vice-President .....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio Department.....Ed Wilhelm, P. R. Pumphrey

Branch Offices

570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930
Vice-President In Charge.....W. Ray Baker
955 Main St., Bridgeport, Conn.
Phone Bridgeport 6-2177
Vice-President In Charge.....W. Ray Baker
919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3536
Vice-President.....L. J. Sholty

Radio Accounts Placed—Gillette Safety Razor Co., General Electric Co., Ford Motor Co., Pfeiffer Brewing Co., H. J. Heinz Co., Griesedieck Brewery, Feigenspan Brewing Co., Dobler Brewing Co.

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THE MAYERS COMPANY

1240 S. Main St., Los Angeles 27, Calif.
Phone PRospect 0101
ABP—ANPA—PRB—FAAC

Officers

Principals.....Henry Mayers, J. R. Mayers, Arthur Mayers
Manager Radio Dept.....Gertrude Stark
Time Buyer.....Alden Weiss
Assistant.....Dean Simmons
Production.....Martin Weinstein, Vern Davies

Radio Accounts Placed—Pennzoil Co., Sears Roebuck & Co., Southern Calif. Telephone Co., Gordon Bread Co., Dad's Root Beer, California Bank.

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McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-7000
AAAA—ANPA—PPA—ABP—APA—NOAB

Officers

President .....H. K. McCann
Chairman of Exec. Comm...Harrison Atwood
Executive Vice-President....Carl B. Robbins
Vice-President and General Manager of New York Office.....L. S. Briggs
Vice-Presidents.....Harrison Atwood, L. E. Firth, J. L. Deane, C. A. Hoppock, W. E. McKeachie, R. E. Thompson, E. F. Wilson, Gordon E. Hyde, Myron C. Lechner, E. D. Madden, J. J. McCarthy, Hugh A. Mitchell, C. A. Posey, R. W. St. Hill and Earl C. Donegan.
Secretary-Treasurer.....John L. Anderson
Director of Research.....L. D. H. Weld
Vice-Pres. & Gen. Mgr. of Research Dept. Jackson Taylor
Vice-Pres. in charge of Radio Lloyd O. Coulter
Associated with Mr. Coulter.Arthur J. Kemp
Radio Producers.....Dorothy B. McCann, Clarence Olmstead, Russ Johnston
Radio Time Buyer.....Wm. C. Dekker
Radio Research.....Marion Harper, Jr.

Branch Offices

910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President-Mgr.....Homer Havermale
Vice-President.....H. G. Smith
Vice-President.....J. H. Jameson

Guardian Bldg., Cleveland, O.
Phone Cherry 3490
Vice-President-Manager...Albert A. Sommer

Penobscot Bldg., Detroit, Mich.
Phone Randolph 9710
Manager .....Rena Johnson
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone HIllside 8268
Manager.....A. J. Bruhn
448 S. Hill St., Los Angeles, Calif.
Phone Michigan 4049
Manager.....Burt Cochran
Hodgson Bldg., Minneapolis, Minn.
Vice-Pres. & Mgr.....R. B. Donnelly
Vice-President.....Merrill Hutchinson
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President and Manager.Henry Q. Hawes
Vice-Presidents.....M. S. Achenbach, R. H. Cochran. F. H. McCrea, C. E. Persons, C. F. Ohliger
Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Manager.....R. B. Calkins

Radio Accounts Placed—New York: American Molasses Co., Axton-Fisher Tobacco Co., Chesebrough Manufacturing Co., Gruen Watch Co., Manufacturers Trust Co., James McCutcheon & Co., National Biscuit Co., Pacific Coast Borax Co., Stomberg-Carlson Co., Stanco, Inc., Westinghouse Electric and Manufacturing Co.

Chicago: Standard Oil Co. of Nebraska, Standard Oil Co. of Indiana, Milk Foundation, Inc.

Cleveland: Leisy Brewing Co., Richman Bros. Co., Standard Oil Co. of Ohio.

Detroit: Altes Brewing Co.

Los Angeles: Globe Mills Co., Southern California Gas Co. and Southern Counties Gas Co., The Squirt Co.

Minneapolis: Pillsbury Flour Mills Co., Twin City Federal Savings & Loan Assn., Gluek Brewing Co., First National Bank, Northwest Scrap Dealers Assn.

Portland: Northwestern Electric Co., Pacific Power & Light Co., Portland Gas & Coke Co.

San Francisco: Anglo California National Bank of San Francisco, Associated Dental Supply Co., California Packing Corporation, California Walnut Growers Assn., Harold H. Clapp, Inc., Dwight Edwards Company, General Brewing Corporation, Hale Bros. Stores, Inc., Pacific Gas & Electric Co., Roma Wine Co.

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R. E. McCARTHY ADVERTISING AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone 2323
PANY—SNPA

Officers

President.....R. E. McCarthy
Secretary.....M. A. McCarthy
Treasurer.....M. C. Benito
Time Buyer:.....R. E. McCarthy
Continuity.....M. D. King

Radio Accounts Placed—Borden's-Poinsettia Dairy, Southern Brewing Co., Peninsular Telephone Co., Lenfestey Supply Co., Pioneer Tire Co.

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THE McCORD COMPANY, INC.

1100 Hodgson Bldg., Minneapolis, Minn.
Phone Bridgeport 1225
APA—ANPA—PPA—NOAB

Officers

President & Treasurer.....R. D. McCord
Vice-President .....Louis Melamed
Secretary.....C. F. Baker
Director of Radio.....E. B. Grove
Production Manager.....T. L. B. Campbell
Radio Time Buyer.....Edith M. Knutsen

Radio Accounts Placed—W. H. Barber Co., Conrad Fur Co., Central Cooperative Livestock Assn., Furniture Exposition Mart, The Hilex Co., Chocolate Products Co., Goodman Bros., Jewelers, Minneapolis Gas Light Co., Minnesota Farm Bureau Federation, Griggs, Cooper & Co., Milk Foundation of Minneapolis, American Benefit Assn., Boutill's, Minnesota Farm Bureau Service, Anaconda Sales Co., Sanitary Food Mfg. Co.

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McJUNKIN ADVERTISING CO.

228 N. LaSalle St., Chicago 1, Ill.
Phone State 5060

Officers

President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland, Leroy A. Kling, Willard E. Stevens, Dade B. Epstein, James W. Egan, Hal R. Makelin
Account Executives.....Joseph J. Klein, Donald B. Skinner
Manager, Radio Dept.....Hal R. Makelin
Media Dept. Manager.....Edwin A. Trizil
Production Manager.....W. C Mottershead

Radio Accounts Placed—Joseph Schlitz Brewing Co., Carey Salt Co., Florsheim Shoe Co., Chef Boiardi Food Products Co., Brenner Bros., Carson, Pirie, Scott & Co., Jewel Food Stores, Andes Candies.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA—PPA—APA—OAAA

Officers

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director,
James A. McFadden
Radio Producer.....Robert L. Redd
Time Buyer.....E. R. Walmsley
Vice-President-Merchandising,
Howard H. Yaw
Secretary.....T. E. Libby

Branch Office

30 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-2058
Equitable Bldg., Hollywood, Calif.
Phone Hollywood 8363
Radio Accounts Placed—Sealtest, Inc.

•

A. McKIM, LTD.

Dominion Square Bldg., Montreal, Que., Can.
Phone Lancaster 5192

Officers

President-General Manager.....C. T. Pearce
Radio Director.....E. W. Brodie
Secretary-Treasurer.....J. B. Stephens

Branch Offices

320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351
Manager.....D. E. Longmore
Electric Railway Bldg., Winnipeg, Man., Canada
Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Manager.....H. S. Watson
376 Strand, W. C. 2, London, England
Manager.....H. Suffell

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ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago, Ill.
Phone Delaware 7860
ANPA—PPA—AAAA—ABP

Officers

General Manager.....Arthur E. Meyerhoff
Financial Manager.....J. H. Hildebrandt
Director of Radio.....Nelson A. Shawn
Radio Space Buyers.....Mary Hauser,
Annette Kennelly
Copy Chief.....M. E. Chon
Acct. Executives.....R. J. Rosenthal,
John H. Black, John Lemmon, Andrew M. Howe

Branch Office

759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Manager.....George Grabin

DAN B. MINER CO.

Chamber of Commerce Bldg.
Los Angeles 15, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP — NOAB
CAN — APA

Officers

President.....Dan B. Miner
Vice-Presidents.....John C. Morse,
Isabel Moses
Secretary-Treasurer.....M. R. Sweeny
Radio & Television Director.....Neg Monett
Radio Producer.....Neg Monnett

Branch Offices

(Affiliated with Continental Agency Network)
Radio Accounts Placed—Interstate Bakeries, Forest Lawn Memorial Park, Bill Hay Reads the Bible (66 station cooperative show), Weber's Bread, Wilshire Ooil; National Spot: Roman Meal Bread.

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C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-1010
ANPA—PPA—APA—NOAB

Officers

President.....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director.....Roger White

Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640
Manager.....I. M. Tuteur
Radio Accounts Placed — Corn Products Refining Co., Curtis Candy Co., Keeley Brewing Co., Cooter Brokerage Co., Gordon Baking Co., Tastyeast, Inc.

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EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone, COlumbus 5-2482
ABP — ANPA

Officers

Radio Director.....Emil Mogul
Radio Time Buyer.....Helen Munroe
Radio Accounts Placed—Network: Trimount Clipper Craft Clothes. National Spot: Barney's Clothes, San Gabriel Wine Co., National Shoe Stores.

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MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
Phone, MUrray Hill 2-2651
PPA—APA

Officers

Partner.....Rose Moselle
Partner.....Henry Eisen
Space Buyer-Prod. Mgr.....D. Chilton
Art Director.....Frederick H. Cassens
Publicity & Radio.....Miss Margo
Account Executives.....Henry Eisen,
Rose Moselle, M. M. Semons

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio
PArkway 1178
PPA — ABP — ANPA

Officers

President-Treasurer....Chester C. Moreland
Vice-Presidents.....Wm. G. Steiner, Bryce L. Schurman
Secretary.....Walter H. Strauss
Radio Dept.....Thomas H. Birch

•

RAYMOND R. MORGAN CO.

6332 Hollywood Blvd., Hollywood, Calif.
Phone Hempstead 4194

Officers

President.....Raymond R. Morgan
General Manager.....R. E. Messer

Radio Accounts Placed—Folger Coffee Co., White King Soap Co., Sparklett's Drinking Water Corp., Kerr Glass Mfg. Co., Grocer's Packing Corp., Campbell Cereal Co., Knox Co., Chapman Park Hotel, O'Brien Candy Co., Biltmore Florists.

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MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-6727
PPA

Officers

Chairman of the Board.....Carl J. Balliett
President.....Mansfield F. House
Vice-President & Art Director...J. P. Sawyer
Secretary and Treasurer.....Laura K. Long
Dir. of Media.....Herbert G. Selby
Prod. Mgr.....E. R. Harris

Radio Dept.

Manager.....Chester C. Slaybaugh
Time Buyer.....Eunice C. Dickson
Dir. of Radio Prod.....Nick Dawson
Asst. Dir. of Radio Prod...John T. Mitchell

Branch Offices

205 Johnston Bldg., Charlotte, N. C.

Radio Accounts Placed—Network: Vick Chemical Co., Matchabelli, Inc.; National Spot: Vick Chemical Co., Vitamins Plus, Alfred D. McKelvy Co.

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MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141
ABP—ANPA—PPA—NOAB—APA

Officers

President & Treasurer.....A. S. Cotins
Secretary.....Mrs. M. B. Blair
Vice-Presidents.....James N. Brown, Hugo W. Glaeser, A. Montgomery Huntington
Art Director.....A. M. Huntington
Mgr. Media Dept.....Miss L. B. Mang
Acct. Execs.....George P. Hodges, F. S. Hubbell
Mgr. Production Dept.....Fred Michel

Radio Accounts Placed—West End Brewing Co., Oswego Candy Works, Inc., C. A. Durr Packing Co., Near's Food Co., Inc.

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MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone VAnderbilt 6-1828
ABP—PANY—APA

Officers

President.....Joseph H. Moss
Radio Director.....Hines Hachette
Space Buyer.....Betty Math

Radio Accounts Placed—Harman Watch Co., U. S. Rockwool Insulators, Neoderm Inst., Thomas M. Quinn & Sons, Inc.

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NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 9-6835

Officers

President.....Paul Kruming
Vice-President.....Thomas W. Hughes
Treasurer.....Frank Neuhauser
Time Buyer.....Eduardo Martinez

Branch Offices In:

Cuba, Mexico, Venezuela, Colombia, Brazil, Argentina, South Africa, India, Chili

Radio Accounts Placed—Carter Products, Inc., General Foods Corp., H. J. Heinz Co., Lambert Bros., Lever Bros. Co., Quaker Oats Co, Welch Grape Juice Co., Wm. R. Warner Co.

•

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151
AAAA — ANPA — PPA — ABP — APA
ABC — NOAB

Officers

President.....Maurice H. Needham
Secretary-Treasurer.....Otto R. Stadelman
Vice-Presidents.....John J. Louis, Melvin Brorby, Harry Phelps, W. Ray Fowler, Jr.
Time Buyer.....O. R. Stadleman

Branch Offices

1680 North Vine St., Hollywood, Calif.
Phone Granite 7186

Manager.....Cecil Underwood

Radio Accounts Placed—Network: Kraft Cheese Co., S. C. Johnson & Son, Inc. National Spot: Swift & Co. (Sunbrite Cleaner).

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-4231

Officers

President.....Walter J. Neff
Vice-President.....William Rogow

Radio Accounts Placed—Bond Stores, Inc., Melville Shoe Corp., Sears Roebuck & Co., Joseph Martinson & Co., Abraham & Straus, Inc., Ruby Lane Stores, Young's Hat Stores.

•

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942
SNPA

Executives

Partners .....Henry Tritschler, John E. Fontaine, S. M. Kelly

Radio Dept.

Director & Space Buyer....John E. Fontaine
Acct. Exec.....Henry Tritschler

Radio Accounts Placed—The Chattanooga Medicine Co., Fleetwood Coffee Co., Southern Agriculturist, Double-Colo.

•

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone AShland 4-4900
AAAA — ANPA — PPA — ABP — PRB — NOAB—SAAA—SNPA

Partners.....Clarence D. Newell, William Reydel, John P. Cunningham, Frank Donshea, C. S. Walsh, R. L. Strobridge, F. H. Walsh, G. S. Fowler, T. J. Maloney
Radio Director.....Blayne Butcher
Time Buyer.....Newman McEvoy

Radio Accounts Placed—Liggett & Myers Tobacco Co. (Chesterfields), Loose-Wiles Biscuit Co., Pepsi-Cola Co., Beech-Nut Packing Co., Economics Laboratories, Kirkman's Soap, Sherwin Williams.

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THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.
AAAA—ANPA—ABP

Officers

President.....Theodore A. Newhoff
Vice-President.....Marx S. Kaufman
Secy.-Treas.....R. M. Newhoff
Radio Director.....S. L. Reed
Production Manager.....B. A. Johnson

•

OLIAN ADVERTISING CO.

1409 Ambassador Bldg., St. Louis 1, Mo.
Phone CEntral 8380
ABP—ANPA—NOAB

Officers

Owner.....Irwin A. Olian
Radio Director-Time Buyer....Virginia Loeb
Radio Continuity.....James L. Spencer

Radio Accounts Placed—National Waste Paper Conservation Campaign.

•

JOHN H. OWEN, INC.

595 Madison Ave., New York 22, N. Y.

Personnel

Director of Radio.....Bernard H. Pelzer, Jr.
Time Buyer.....Marc Seixas

•

PARIS & PEART

370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9840
ANPA — ABP — PPA

Co-Partners .....A. G. Peart, John H. Rehm
Radio Time Buyer.....A. C. De Pierro

Radio Accounts Placed—The Great Atlantic & Pacific Tea Co., Spratts Dog Food.

•

MERRITT OWENS ADVERTISING AGENCY

201 Commercial National Bank Bldg.
Kansas City 12, Kans.
Phone Dr. 7250
ABP—ANPA—APA

Owner .....Merritt Owens

Radio Accounts Placed—Interstate Moving & Storage, Junge Biscuit Co., Leo Stern (Photographer).

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PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone Eliot 1401
ANPA—AAAA—NOAB

Officers

President.....Wm. H. Horsley
Radio Director.....Trevor Evans
Secretary.....H. O. Stone
Radio Time Buyer.....G. M. Nyman

Branch Office

Spalding Bldg., Portland 4, Ore.
Phone ATwater 4339

Manager.....Mrs. Ruth Foland

Radio Accounts Placed—Fisher Flouring Mills Co., Washington Co-op Egg & Poultry Assn.; Spot: Fisher Flouring Mills Co., Imperial Candy Co., Oregon-Washington-California Pear Bureau, Yakima Valley Peach Bureau, N. W. Cherry Bureau.

•

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-0900

Officers

President.....Harry Peck
Secretary-Treasurer.....Harry Krawit
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500
AAA — ANPA — PPA — ABP

Officers

President.....Thomas L. L. Ryan
Executive Vice-President..Harold B. Thomas
Vice-President.....E. G. Sisson, Jr.
Vice-President.....Ernest P. Zobian
Treasurer.....Harold B. Thomas
Secretary.....H. C. Sutherland
Assistant Treasurer.....W. F. Cantrell
Supervisor Nighttime Radio..Joseph S. Bell
Supervisors Daytime Radio
Elizabeth C. Shay, William Barrett
Radio Copy Chief.....Cyril J. Mullen
Time Buyer.....Mary Dunlavey

Radio Accounts Placed—Sterling Drug (Ironized Yeast), Procter & Gamble (Camay, Chipso, Dash).

•

PETTINGELL & FENTON, INC.

247 Park Ave., New York, N. Y.
Phone, ELdorado 5-2685
ANPA—PPA—ABP

Officers

Pres. & Secy.....Atherton Pettingell
Exec. Vice-Pres., Treas. & Space Selection.....Fleur Fenton
Asst. to President.....Charles B. Strauss
Asst. to Vice-Pres.....Pauline Duff
Men's Wear Planning.....Louis Krauss
Copy Executive.....Theodora Aronstam
Supervisor Service Depts...Howard B. Ellison
Exec. Art Director.....Jack Russell
Art Director.....Robert Thomson
Publicity.....Virginia Vincent
Production Manager.....Barney Bravman
Space Buyer.....Bernice Newton
Mgr. Billing Dept.....Mary Zales

•

PITLUK ADVERTISING CO.

Alamo Nat'l Bank Bldg., San Antonio, Texas
Phone Garfield 7268
ABP — ANPA — PRA — SAAA — SNRA — NOAB

Officers

Owner.....Jack N. Pitluk
General Manager.....Norman D. Schwerke
Vice-President.....C. R. Cusick
Art Director.....Gus J. Wild
Time Buyer.....Lee Wood
Radio Dept. Manager.....Fred G. Allen

•

PLATT-FORBES, INC.

386 Fourth Ave., New York 16, N.Y.
Phone CAledonia 5-4440

Officers

President.....W. A. Forbes
Vice-President-Treasurer...Rutherford Platt
Vice-President.....T. F. Cosgrove
Secretary.....W. S. Walker
Space Buyer & Prod. Manager..T. O'Donnell

Branch Office

75 Pearl St., Hartford, Conn.
G. Frank Sweet
Phone Hartford 7-9017

Radio Accounts Placed—Peter Paul, Inc., Oxo, Ltd.

•

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 4433
APA — NOAB — ANPA — PPA

Officers

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury, C. C. Tucker, E. A. Warner, C. L. Robinson
Secretary-Treasurer .....Jerry McKee
Account Executives.....Ralph Page
John M. Farrell, G. S. Lannon
Radio Dept.....Connie Joan Connor

•

THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.
Kansas City 6, Mo.
Phone Victor 9400
ANPA — PPA — APA — NOAB — ABP

Officers

President .....W. J. Krebs
V-P.-Production Mgr.....D. E. Dexter
Secretary .....G. F. Magill
Treasurer .....E. T. Chester
Time Buyer.....B. G. Wasser
Acct. Executives.....N. P. Rowe, C. R. Lawson, Blair McPhail, W. B. Stone

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SAYRE M. RAMSDELL ASSOC., INC.

3701 N. Broad St., Philadelphia 40, Pa.
Phone Radcliff 1900
ANPA—PPA

Officers

President.....S. M. Ramsdell
Exec. Vice-Pres. & Treas.....E. B. Loveman
Vice-President.....F. A. Hutchins

Radio Account Placed — Philco Hall of Fame.

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THE L. W. RAMSEY ADVERTISING AGENCY

Union Bank Bldg., Davenport, Iowa
Phone 3-1889
ANPA—PPA—ABP

Partner & Gen. Manager.....L. W. Ramsey
Partners.....E. G. Naeckel, A. C. Naeckel, W. J. Henderson, George Bischoff

Partner & Service Dir.....A. M. Walgren
Art Director.....Paul Norton
Production Mgr.....Wayne H. Ross
Technical Consultant.....W. A. Giraldi

Branch Office
230 N. Michigan Ave.,Chicago 1, Ill.
Phone Franklin 8155

President.....L. W. Ramsey
Vice-President & Gen. Mgr.....F. L. Eason
Vice-Presidents.....N. B. Langworthy, L. H. Copeland
Production Manager.....Vito M. Volino
Secretary.....E. G. Naeckel
Art Director.....E. J. McCabe
Radio Dir.....Fred Herendeen

406 E. Superior St., Fort Wayne, Ind.
Phone Anthony 9396

Manager .....Frank Dunigan

Radio Accounts Placed—F. W. Fitch Co., National Oats, Bituminous Casualty Corp., Victor Animatograph Corp., Voss Bros. Mfg. Co.

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THE RANDALL COMPANY

75 Pearl St., Hartford, Conn.
Phone 7-1179

Executive

Radio Director.....Catherine A. Gilbert

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CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
Phone Market 3-5100
AAAA — ANPA — PPA — ABP — APA

Officers

President-Director of Radio, Chas. Dallas Reach
Vice-President.....Howard E. Sands
Vice-President.....Edw. C. Stover, Jr.
Secretary.....F. R. Risley

Radio Accounts Placed—Cut-Rite Waxed Paper, R. B. Davis Sales Co., Koppers Co.-Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc.

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REISS ADVERTISING

221 W. 57th St., New York, N. Y.
Phone COlumbus 5-7733
ANPA — ABP — PPA — APA

Officers

President.....Joseph Reiss
Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss

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ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago, Ill.
Phone Randolph 9760
ANPA—APA—PPA—NOAB

Officers

President.....J. P. Roche
Treasurer.....D. J. Kelly
Asst. Treas. & Secty.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston, Guy C. Pierce, Lloyd Maxwell, R. A. Porter
Director of Radio.....Phil Stewart

Branch Offices
225 S. 15th St., Philadelphia, Pa.
Phone PEnnypacker 2766

In Charge.....Guy C. Pierce

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-7444

In Charge.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts Placed—Network: Lewis-Howe Co., Schutter Candy Co., Sun Oil Co. National Spot: Chicago, Milwaukee, St. Paul & Pacific RR., Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmacal Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., Sempray Jovenay Co., The Studebaker Corp.

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RESNIK-MILLER-ENGLAND, INC.

152 Temple St., New Haven, Conn.
Phone 7-0241

Officers

President & Treasurer.....Harry D. Resnick
Secretary.....Harvey N. Ladin
Radio Dept. Manager.....Ellen Simmons

Branch Offices
75 Pratt St., Hartford, Conn.
Phone 2-9987

Manager.....Harry D. Resnik-WTIC

77 Summer Hill Ave., Worcester, Mass.
Phone 6-0223

Manager.....Isabelle Whitaker-WTAG

26 Custom House St., Providence, R. I.
Phone Gaspee 9526

Manager.....Frank Jones-WJAR

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C. E. RICKERD, INC.

5462 Second Blvd., Detroit, Michigan
Phone Temple 1-3636

Officers

President-Treasurer-Time Buyer, C. E. Rickerd
Treasurer.....Geo. Rickerd
Secretary.....Fred B. Collier
Production.....Royal Cressy

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RILL ASSOCIATES

507 Fifth Ave., New York 17, N. Y.
Phone, MUrray Hill 2-5147

Officers

President.....I. R. Hill
Exec. Vice-Pres.....B. N. Hill
Space Buyer.....L. Denis
Art Director.....M. Desmond
Radio Dir. & Radio Time Buyer.....B. Newmark
Charge Copy.....S. Chalfin
Publicity.....P. Leighton
Account Executives.....I. R. Hill, B. N. Rill, L. Denis

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6120, 1, 2, 3
ANPA—PPA—ABP—APA—NOAB

Officers

Chairman of the Board.....L. L. Redfield
President .....E. F. Johnstone
Vice-President .....N. Rosoff
Secretary .....A. Hollander
Asst. Treasurer.....G. Hepenstal

Radio Accounts Placed—Network: Howard Clothes, Inc. National Spot: Stera-Kleen, Allenru, Gold Medal Haarlem Oil Co., Howard Clothes, Inc., Grelva, Inc., Woolfoam (Wool Novelty Co.).

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EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland, Calif.
Phone Templebar 2408
ABP — ANPA — APA

Officers

Owner.....Emil Reinhardt
Copywriter .....Dave Lane
Artist Dir.....Robert Shelton
Artist .....Edna Shelton

Radio Dept.

Manager .....Joseph Connor
Time Buyer.....Mildred McMahon

Radio Accounts Placed—Kilpatrick's Bakeries, Mary Sellens, Inc., Standard Beverages, S. F. Brewing Corp., Brenner's, Kahn's, Pacific Guano Co., Central Bank.

•

RONALDS ADVERTISING AGENCY, LTD.

701 Keefer Bldg., Montreal, Que.
Phone Plateau 4803
ANPA

Officers

President.....Russell C. Ronalds
Vice-Pres.....E. M. Putnam
Treas. .....Angus Ahern
Radio Dir.....N. K. Vale

Branch Office

New Wellington Building, Toronto, Ontario
Radio Dept.....R. J. Avery

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ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420
ANPA—PPA—APA—AGP—NOAB

Officers

President & Dir. of Copy & Plans, Arthur Rosenberg
Vice-President .....Samuel Rubenstein
Secretary .....A. A. Rosenberg
Treasurer .....Charles S. Silver
Production Manager .....H. B. Fleischman
Research Director....Walter Alwyn-Schmidt
Copy & Plans.....Harrison J. Cowan, H. B. Sadler, Joseph Elner
Radio Dept.....Arthur Rosenberg, Samuel Rubenstien, Charles S. Silver

Radio Accounts Placed—Longine-Wittenaur Watch Co., Corinthia Lipstick, Henna Foam Shampoo.

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RUSSEL AND ROBERTS ADVERTISING AGENCY

7 Church St., Paterson 1, N. J.
Phone ARmory 4-3400

Officers

President & Treasurer.....Abram Eisenman

Radio Accounts Placed—New Jersey State Industrial Union Council-C. I. O., American Labor Party.

•

CHARLES L. RUMRILL & CO.

311 Alexander St., Rochester 4, N. Y.
Phone Stone 592
ABP

Officers

Partners.....Charles L. Rumrill, J. E. Porter, Earl A. Rogers
Time Buyer.....G. Grantly Wallington

Radio Accounts Placed — Radio Station WHAM.

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RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 6-6400
AAAA—ANPA—PPA—ABP—NOAB—APA

Officers

President.....F. B. Ryan
Senior Vice-President.....Cal J. McCarthy
Executive Vice-President...Everett J. Grady
V-P & Secretary.....Ralph Van Buren
Director of Media.....Daniel M. Gordan
V-P & Director of Radio..Donald D. Stauffer
V-P & Associate Director..S. Heagan Bayles
V-P in Charge of Radio Programs Merritt W. Barnum, Jr.
Business Manager.....C. T. Ayres
Production Directors.....Ted Huston, Jack Van Nostrand, Lee Cooley, Robert Steel, Fred Essex, Marguerite Bowman, Willson Tuttle, John Wellington
Radio Commercial Supervisor Regina Morgan
Time Buyer.....T. C. Fisher
Radio Publicity Director....Grant Y. Flynn

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone Randolph 2625

Executive Vice-President.....Paul Watson
Vice-President-Director of Radio
Ros Metzger
Production Director.....N. E. Heyne
Time Buyer.....Albert Callies

7430 Second Blvd., Detroit 2, Michigan
Phone Madison 1980

Vice-President in Charge..Mathew J. Casey

812 Olive St., St. Louis, Mo.
Phone Main 0128

Manager.....Oscar A. Zahner

1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593

Radio Director.....Nate Tufts
Production Directors.....Knowles Entrikin, Ken Hodge, Sam Pierce, Dave Young, Bob Ballin

712 Main St., Houston, Texas
Phone Charter 4-1741

Manager.....W. Van A. Combs

235 Montgomery St., San Francisco, Calif.
Phone Douglas 5822

Manager.....Howard O. Nelson

1216 Third Ave., Seattle, Wash.
Phone Main 6727

Manager.....F. S. Mullins

Carew Tower, Cincinnati, Ohio
Phone MA 2413

Manager.....John L. Magro

80 Richmond St., Toronto, Canada
Phone Adelaide 4096

Manager .....Douglas Philpott
Radio Production.....S. Ramsay Lees

Radio Accounts Placed—American Tobacco Company, Bendix Home Appliances, Inc., Chrysler Corporation, Delaware, Lackawanna & Western Coal, Electric Auto-Lite Company (U. S. and Canada), Gilmore Oil Company, Griesedieck Bros. Brewery Co., Lever Brothers Company, Lever Brothers Limited, Noxzema Chemical Company, Pepsodent Co. of Canada, Ltd., Pharmaco, Inc., Quaker Oats Co., Radio Corporation of America, Jacob Ruppert Brewery, Taylor-Reed Corporation, G. Washington Coffee Refining Co., Whitehall Pharmacal Co., Wm. Wrigley Jr. Co., Savings Banks Association of State of New York.

•

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone, PLaza 3-6920

ABP — ANPA — PPA

Executives

President.....Maubert St. Georges
Vice President.....Stanley J. Keyes, Jr.

Radio Dept.

Radio Director.....Victor Van Der Linde
Time Buyer.....Charlotte Rains

Television Dept.

Director.....Victor Van Der Linde

Radio Accounts Placed—James McCreery & Co., C. F. Mattlage Sales Co., Alfred Dunhill, Inc., Street & Smith, Seydel Chemical Co., Revere Copper & Brass, Inc.

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SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815

AAAA—ABP—ANPA—PPA—APA

Officers

Partners.....Walter Schwimmer, R. J. Scott
Time Buyer.....Evelyn Vanderploeg

Radio Accounts Placed—Peter Fox Brew Co., Hirsch Clothing Co., Salerno-Megowen Biscuit Co., Studebaker Sales Co. of Chicago, Rudolph Wurlitzer Co., Walgreen Drug Co., Congress Cigar Co., Coronet Magazine, Schutter Candy Co., Sealy Mattress Co., B. S. Pearsall Butter Co., Chicago Daily News.

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RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago 11, Ill.
Phone, Delaware 1045

ANPA — ABP — SNPA — PPA

Officers

President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Treasurer.....Jack Harding
Secretary.....H. J. Smith
Vice-Presidents.....Paul Richey, George Bayard, A. D. Keyes, Harry Maus, E. G. Bentley
Radio Director.....Jack Simpson
Time Buyers.....June Jackson, Hub Jackson

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395

Vice-President.....Paul Richey
Treasurer.....Jack Harding

Taft Bldg., Hollywood, Calif.
Phone, Granite 4185

Office Manager.....E. Brockhoff

Radio Accounts Placed—W. A. Sheaffer Pen Co., Pinex Co., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., Grove Laboratories, Inc.

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SHERMAN & MARQUETTE, INC.

Room 3400 Palmolive Bldg., Chicago, Ill.
Phone Delaware 8000

ABP — ANPA — PPA — PRB — SAAA
SNPA — APA — NOAB

Officers

President .....Stuart Sherman
Vice-President and Treasurer.
Arthur Marquette

Radio Director.....Morgan Ryan
Time Buyer.....C. E. Bonnesen

Branch Office
50 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1550
Vice-President & Manager.....Carl S. Brown
Radio Director.....Morgan Ryan
Time Buyer.....Kelso M. Taeger

Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Creams, Colgate Tooth Powder, Halo Shampoo, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), Syrup of Figs, Sante, Pape's Cold Compound, Blackstone Aspirin, Tasty Lax.

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DOUGLAS D. SIMON ADV.

280 Madison Ave., New York 16, N. Y.
Phone, LExington 2-7873

Officers

President.....Douglas D. Simon
Vice-President.....Carolyn Glass
Treas.-Space Buyer.....Anita Chinkel
Account Executive.....Charles H. Sandak
Production Manager.....Sidney Jerome
Art Director.....Doris Brinkerhoff

•

SIMON & GWYNN, INC.

624 Commerce Title Bldg., Memphis, Tenn.
Phone 5-2404
SNPA

Officers

President.....Milton Simon
Exec. V-P & Sec. Treas.....H. N. Gwynn

•

SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.
Phone WIsconsin 7-8765
ANPA—PPA—APA

Officers

President.....Albert Seiffer
Secretary & Treasurer.....Marvin Small
Time Buyer.....Joya Krakauer

Radio Accounts Placed—Arrid, Allcock Mfg. Co., Souplets.

•

SMITH & DRUM, INC.

650 S. Grand Ave., Los Angeles, Calif.
Phone Trinity 3454
ABP—ANPA—PPA—PRB—NOAB

Officers

President.....A. Carman Smith
Vice-President.....Harry C. Drum

Radio Account Placed—General Petroleum Corp.

SIMONS-MICHELSON CO.

1207 Washington Blvd., Detroit 26, Mich
Phone CHerry 3000
AAAA—PPA—APA

Officers

Partners.....L. N. Simons, L. J. Michelson
General Manager.....Leon Wayburn
Radio Director....Marie Margaret Winthrop
Production.....Art Copland
Copywriters .....Mary Schraa, Margaret Mikjian

Radio Accounts Placed—Local: Schmidt's Beer, Pepsi Cola, Wigley's Super Markets, Colonial Dept. Store, Mac-o-Lac, B. Siegel Co.; Spot: Plasti-Kate, Benrus Watch, Blue Home Oil, Crown Furniture, Detroit Free Press, Detroit Times, Forest & Hudson Cleaners.

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SPITZER & MILLS LTD.

19 Richmond St., West, Toronto, Ont.
Phone WA 1151
CAAA—CDNA—CPPA—CAB

Officers

President.....G. F. Mills
Exec. Vice-President.....J. W. Spitzer
Account Executives.....W. H. Reid, J. R. Charles, J. G. Wallace, W. G. Wallace, T. G. Vatcher, W. E. Macdonald, D. Dunlop

Radio Dept.

Director.....Wm. D. Byles
Miss Dorothy Andison

Branch Office
1010 Catherine St., W., Montreal, P. Q.
Account Executives.....C. W. Duncan, F. F. W. Lalonde

Radio Accounts Placed—Colgate-Palmolive-Peet Co., RCA Victor Co., Lehn & Fink, Quaker Oats Co., California Fruit Growers Exchange, Cities Service Oil Co. Ltd.

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RAYMOND SPECTOR COMPANY, INC.

595 Madison Ave., New York 17, N. Y.
Phone ELdorado 5-1270
ANPA — PPA — ABP — NOAB

Officers

President.....Raymond Spector
Time Buyer.....Hal Winter
Radio Research.....Bernard Cerlin

Radio Accounts Placed—Network: Serutan Co. National Spot: Serutan Co., Rum & Maple Tobacco Corp., Journal of Living, King David Memorial Park, Purity Products Co., Beverly Hills Memorial Park, The Lone Ranger, Inc., Macfadden Publications (True

Story Magazine), National Nutrition Society, Three Squires Tobacco, Doubleday Doran & Co., Nutrex Co., Book League of America.

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BARTON A. STEBBINS ADVERTISING AGENCY

811 West Seventh St., Los Angeles
Phone Trinity 8821
AAAA—ANPA—PPA—ABP—NOAB

Officers

Head of Agency.....Barton A. Stebbins
Chief Executive.....Leigh Crosby
Acct. Executive.....Arthur W. Gudelman
Program Director.....Edward Bloodworth
Time Buyer.....A. W. Gudelman

Radio Accounts Placed—Signal Oil Company, Shontex, E. F. Hutton Co., Ryan Aeronautical Co.

•

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

Officers

Owner.....William G. Scholts
Radio Director.....Fred Montgomery

•

MARCEL SCHULOFF & CO.

17 W. 45th St., New York 18, N. Y.
Phone MUrray Hill 2-3708

Partners.....Marcel Schuloff, Miriam C. Schuloff

Accounts Placed—Station WHOM, Basch Radio Prod., Sure-Fit Products Co., Stylepark Hats, Keal Textile Co., National Sure-Fit Quilting Co., Voice of Experience.

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SCHWAB & BEATTY, INC.

1230 Sixth Ave., New York 20, N. Y.
Phone CIrcle 5-9090
ANPA—AAAA—PPA—APA—ABP

Officers

President.....Victor O. Schwab
Time Buyer.....Robert W. Beatty

Radio Account Placed—Book-of-the-Month Club.

•

SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone, GRamercy 5-5560

Officers

President.....Louis Shappe
Radio Time Buyer.....Louis Shappe
Vice-Pres.-Copy Chief..Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Burton Mautner
Art Director.....Charles Allenbrook
Production Mgr.....Samuel Groden

J. WM. SHEETS

Central Bldg., Seattle, Wash.
Phone Main 2442
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets

Radio Accounts Placed—Skinner & Eddy Corp., Minute Man Soup.

•

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670
AAAA—ANPA—PPA—APA

Officers

President.....George H. Sheldon
Vice-President.....L. C. McElroy
Time Buyer.....Catherine Wohlpart
Treasurer & General Manager....J. F. Quick

Radio Account Placed—Chas. E. Hires Co., Inc.

•

SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030
ABP — ANPA — PPA — SNPA

Officers

President.....Roy A. Sorensen
Radio Director.....Muriel Wageman

Radio Accounts Placed—Bowey's, Inc., Sunway Vitamin Co., F. H. Pfunder, Inc., Hotel & Restaurant Co-operative Adv., J. P. Harding Restaurants, Old Heidelberg Corp.

•

C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.
Phone: 3-4789

Officers

President-Treasurer.....C. Jerry Spaulding
Asst. Treasurer.....M. Murray
Secretary .....H. H. Hartwell

•

HOWARD D. STEERE ADVERTISING

2812 Book Tower, Detroit 26, Mich.
Phone CHerry 5688

Owner.....H. D. Steere
Production Manager....Millard F. Thompson
Art Director.....Rudolph K. Nauss
Space Buyer.....Frances Humphreys

•

STERLING ADVERTISING AGENCY

70 West 40th St., New York 18, N. Y.
PPA

Officers

Chairman of Board.....S. M. Brown
President.....Jos. S. Edelman

•

STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.
Phone BArclay 7-3030
ABP — ANPA — PPA

Officers
President-In-Charge of Radio ..... Samuel I. Godley
Vice-President ..... Philip Scheft
Secretary ..... Frances C. Costello
Treasurer ..... Samuel S. Sternfield
Radio Account Placed—Fada Radio.

•

STOCKTON, WEST, BURKHART, INC.

First National Bank Bldg., Cincinnati 3, O.
Phone MAin 3209
AAAA-ANPA-PPA
Officers
President & Treas. ..... Wm. Z. Burkhart
Vice-Pres.-Secy. ..... Ranald S. West
Vice-Presidents ..... Erice W. Stockton, Henley W. Simpson
Assistant Radio Director ..... Jos. D. Nelson
Radio Accounts Placed—Ohio Oil Co., Clyffside Brewery, Cincinnati Gas & Elec. Co., Central Trust Banking Institution.

•

STODEL ADVERTISING CO.

411 W. Seventh St., Los Angeles, Calif.
Phone, TRinity 8577
Officers
President ..... Edward C. Stodel
Time Buyer ..... Selma Schonfeld
Radio Accounts Placed—Warner Bros. Pictures, Brooks Clothing Co., Eastern-Columbia Department Stores, Beneficial Casualty Insurance Co.

•

CHARLES M. STORM CO., INC.

50 E. 42nd St., New York 17, N. Y.
Phone, MUrray Hill 6-2820
ANPA—PPA
Chairman Ex. Comm. ..... Charles M. Storm
Pres., Secy., & Radio Dir. ... Allston E. Storm
Exec. V.-P., Treas. & Space Buyer ..... Edward Klein
Vice-President ..... Lester Loeb
Vice-Pres., Radio & Television Director ..... Raymond E. Nelson
Production Manager ..... Paul Petrocine
Art Director ..... Frederick Widlicka
Radio Time Buyer ..... A. Loonam
Radio Talent Buyer ..... E. Sprague
Account Executives ..... A. E. Storm, E. Klein, L. K. Storm, L. Loeb, R. Chapperon, E. Sprague

•

STRAUCHEN & McKIM ADVERTISING

6 East Fourth St.
Cincinnati, Ohio
Phone, MAin 1618
AAAA
Officers
Partners ..... Edmond R. Strauchen, Gordon F. McKim, Jr.
Radio Director ..... Ardeane Heiskell
Production Manager ..... J. Bremer
Art Director ..... John Storch
Radio Director ..... A. Heiskell
Time Buyer ..... M. Milligan
Radio Accounts Placed—George Wiedemann Brewing Co., Inc.

•

STREET & FINNEY, INC.

330 West 42nd St., New York 18, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA
Officers
President-Treasurer ..... F. N. Finney
General Manager ..... Robert Finney
Assistant General Manager .... Frank Finney
Secretary ..... Foxhall Finney
Account Executives ..... W. E. Faxon, J. T. Kelly, Jr.
Director of Radio ..... Howard Miller
Radio Accounts Placed—National Spot: Foster-Milburn Co. (Doan's Pills), Raladam Co. (Marmola), G. T. Fulford Co. (Baby's Own Tablets, Children's Own Tablets, Dr. William's Pink Pills).

•

SWAFFORD & KOEHL, INC.

341 Madison Ave., New York 17, N. Y.
Phone, MUrray Hill 6-8860
ABP—ANPA—PPA—APA—NOAB
Officers
President ..... Albert E. Koehl
Vice-President ..... A. A. Landis

•

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA — PPA — APA — ABP — NOAB
Officers
Partner ..... John F. Sweeney
Partner ..... Frank G. James
Radio Time Buyer ..... T. M. Gregory
Radio Account Placed—Network: Firestone Tire & Rubber Co.

•

TECHNICAL ADVERTISING AGENCY, INC.

475 Fifth Ave., New York, N. Y.
Phone, MUrray Hill 3-5754

•

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone Mohawk 4-7700
AAAA — ANPA — ABP — PPA
Officers
President ..... Stanley Resor
Secretary ..... Howard Kohl

Treasurer.....Gilbert Kinney
Assistant Treasurer-Secretary
Luther O. Lemon
Senior Vice-Presidents.....Gilbert Kinney, Henry T. Stanton
Senior Consultant.....James W. Young
Vice-Presidents.....Lloyd W. Baillie Henry C. Flower, Jr., Howard Henderson, Henry M. Stevens, William Resor, Walter R. Hine, Thayer Jaccaci, William G. Palmer, Samuel W. Meek, Robert T. Colwell, O'Neill Ryan, Jr., Anson Lowitz, Lew A. Greene
Director of Media and Research
Arno H. Johnson
Vice-President in Charge of Radio,
John U. Reber
Radio Time Buyer.....Linnea Nelson
Radio Talent Buyer.....Virginia Spragle

Branch Offices

1549 North Vine St., Hollywood, Calif.
Phone Hillside 7241
Business Manager and Radio Talent Buyer .....Norman Blackburn

410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303
Vice-President and General Manager,
Henry T. Stanton
Vice-Presidents: Merton V. Wieland, Willard F. Lochridge, Harry T. Mitchell
Radio Director.....Tyler Davis
Radio Time Buyer.....Margaret Wylie

100 Bush St., San Francisco, Calif.
Phone Garfield 3510
Radio Time Buyer.....Lowell Mainland

612 South Hope St., Los Angeles, Calif.
Phone Trinity 2591
General Manager.....Norton W. Mogge

Radio Accounts Placed—Atlantis Sales Corp., P. Ballantine & Sons, Bank of America, Block Drug Company (Gold Medal Capsules and Dentu-Grip), Bowman Dairy Co., A. S. Boyle Co., Carter Products, Inc. (Superin), H. C. Cole Milling Co., Elgin National Watch Co., Fanny Farmer Candy, General Cigar Co., Johns-Manville Corp., Kraft Cheese Co., Lamont P. Corliss & Co., P. Lorillard Co. (Old Gold Cigarettes), Lever Bros. Co. (Lux Flakes & Lux Toilet Soap), Libby, McNeil & Libby, Mentholatum Co., Northam Warren Corp., Northern Trust Co., Owens-Illinois Glass Co., Parker Pen Co., Penick & Ford, Ltd., Planters Nut & Chocolate Co. (Planters Peanuts), R. C. A., Safeway Stores, Inc., Shell Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee and Tender Leaf Tea), Swift & Co., Universal Pictures, Ward Baking Co., Washington State Apple Commission, Weco Products Co., J. B. Williams Co., William Wrigley, Jr. Co., W. F. Young

•

TOMASCHKE-ELLIOTT, INC.

1624 Franklin St.. Oakland. Calif.
Phone Glencourt 4941

NOAB — APA

Officers

President & Time Buyer....F. L. Tomaschke
Vice President.....Bruce W. Elliott
Secretary.....William M. Maxfield

Radio Accounts Placed—Cardinet Candy Co., Par Soap Co., Downtown Merchants Association, Key System, Frozen Food Distributors, Inc.

•

TRACY, KENT & CO., INC.

515 Madison Ave., New York, N. Y.
Phone ELdorado 5-4404

ANPA — PPA — NOAB

Officers

Chairman of Board.....W. I. Tracy
President.....Frank S. Kent
Treasurer.....George M. Pease
Vice-Presidents.....Hugh Donnell, J. F. Donovan
Account Executive.....F. W. Hobbs
Copy Chief.....K. H. Thompson

Radio Accounts Placed—Wilbert Products Co., John Opitz, Inc.

•

UNITED STATES ADVERTISING CORP.

612 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 4466

ANPA—PPA—APA

Officers

Chairman of Board.....W. M. Canaday
President.....J. C. Ewell
Radio Manager.....A. J. Englehardt

•

VANGUARD ADVERTISING

15 East 40th St., New York 19, N. Y.
Phone MUrray Hill 5-4686

ABP

Officers

Owner.....J. M. Russakoff
Account Executives.....G. A. Wilson, Robt. E. Hutchinson

•

VANSANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
Phone, LExington 5400

AAAA—ABP—ANPA—PPA—NOAB—APA

Officers

President.....Wilbur Van Sant
Executive Vice-President & Treasurer,
H. K. Dugdale
Vice-President-Copy Director....J. P. Daiger
Vice-President.....R. E. Daiger
Production Manager.....C. D. Carr
Space Buyer.....G. M. Talbot

Radio Accounts Placed—Network: Sherwood Bros., Richfield Oil Co. National Spot: Sherwood Bros., Crosse & Blackwell Co., The Glenn L. Martin Co.

VIDEO & SOUND ENTERPRISES

P. O. Box 413, Philadelphia 5, Pa.

Officers

General Manager.....Franklin O. Pease
A. E. Smith

•

WM. VON ZEHLE & CO.

28 W. 44th St., New York, N. Y.
Phone, BRyant 9-4750
Managing Director.....Wm. Von Zehle

•

WADE ADVERTISING AGENCY

208 W. Washington St., Chicago 6, Ill.
Phone State 7369
ANPA—PPA—APA—NOAB

Officers

President.....Albert G. Wade
Managing Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Radio Producers.....Edward Freckman, P. C. Lund, Jeff Wade, Forest Owen
Radio Continuity Writers.....R. E. Dwyer, L. W. Davidson, Margot O'Flaherty

Radio Account Placed—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co., General Bandages, Inc., Chicago Sun, Haskelite Mfg. Corp., Wait-Cahill Co.

•

WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone Grant 1900
ANPA — ABP — PPA

Officers

President .....William S. Walker
Secretary-Treasurer.....B. I. Davis
Account Executives.....W. G. Beal, C. P. Richardson, H. A. McCoy
Production.....Victor Seydel,

Radio Dept.

Time Buyer & Dir.....R. C. Woodruff
Account Executive.....W. G. Beal
Head Production.....Victor Seydel

Radio Accounts Placed—American Fruit Growers, Inc., Clark Bros. Chewing Gum Co., D. L. Clark Co., Colonial Biscuit Co., Duquesne Brewing Co., Allegheny-Ludlum Steel Corp., Joseph Horne Company, Mail Pouch Tobacco Co., Sterling Oil Co., Penn Tobacco Co., Lobney Packing.

•

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone MUrray Hill 6-8585
AAAA — ANPA — PPA — ABP — ABC
APA—NOAB

Officers

President.....H. Paul Warwick
Vice-Presidents: Henry Legler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson.
Secretary-Treasurer.....Robert H. Hughes
Radio Director.....Tevis Huhn

Radio Accounts Placed—The Wm. R. Warner Co., Larus & Bro. Company, The Sherwin-Williams Company, Pabst Brewing Co., Tangee Cosmetics.

•

TUCKER WAYNE & CO.

629 Ten Pryor St. Bldg., Atlanta 3, Ga.
Phone Walnut 6701
ANPA—PPA—APA—ABP—SNPA—OAAA

Officers

President.....Tucker Wayne
Vice-Pres. & Radio Talent.....C. W. Burgess
Vice-Pres. & Time Buyer.....C. C. Fuller
Radio Director.....D. D. Connah

Radio Accounts Placed—Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwab Co., Scripto Mfg. Co.

•

NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.
Phone, CAledonia 5-7430
ABP — PPA — NOAB

Officers

President.....Norman D. Waters
Vice-President.....Charles M. Whitebrook
Treasurer.....E. L. Waters
Gen. Mgr. & Time Buyer.....Bernard Blatt
Art Director.....Sy Mogeloff

•

WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio
Phone: 3-4311
PPA—ABP—APA

Officers

President-Treasurer....Albert M. Wearstler
Secretary.....Mary E. Wearsler

•

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.
Phone Cedar 3777
APA

Officers

President .....Luther Weaver
Associate.....H. E. Messenger
Director of Radio.....Blanche Anderson

Radio Accounts Placed—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Twin City Wholesale Grocer Co., Minnesota State Optometric Assn., Weyand Furniture Co.

MILTON WEINBERG ADVERTISING CO.

325 W. Eighth St., Los Angeles 14, Calif.
Phone Tucker 4111
ANPA — PPA — ABP

Officers

Director of Radio.....Bernard Weinberg
Space Buyer.....E. Cousino
Publicity.....W. H. Krauch

Radio Accounts Placed—Gaffers & Sattler, Hollywood Pantages Theater, Hollywood Turf Club, May Co., Pep Boys of California, Sontag Cut Rate Drug Stores, Grayson's, K's Beverages, Lyman's Restaurants, Zukor's, Mim's Dog Food Co., Hamilton Diamond Co., Hollywood Film Studios.

•

WILLIAM H. WEINTRAUB & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone, CIrcle 7-4282
ANPA — PPA

Officers

President.....William H. Weintraub
Executive Vice President & Secretary
Elkin S. Kaufman
Vice-Presidents.....Paul Rand, John D. Scheuer
Media Director.....William Gallow
Radio Director.....Hubert Chain
Talent.....Vera A. Lea
Research.....Tom F. Hughes
Copy Chief.....Kennon Jewett

Radio Dept.

Time Buyer.....William Gallow
Business Mgr. of Radio Dept...Harry Trenner
Production Mgr.....Theo. Gannon
Talent.....Theo. Gannon
Producers.....Thomas A. McAvity, Prockter & Lewis, Roger Bower, Theo. Gannon

Radio Accounts Placed—Anchor-Hocking Glass Corp., Helbros Watch Co., Emerson Radio & Phonograph Corp., Miss Swank, Airwick (Seeman Brothers, Inc.).

•

WEISS AND GELLER, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-4070
ANPA—PPA

Officers

President.....Max A. Geller
Vice-Presidents.....Peter Artzt, Jos. E. Bloom, Stanley A. Brown, Jos. H. Cohn
Director of Radio.....Lester J. Mallets
Time Buyer.....Jos. E. Bloom

Branch Office

400 N. Michigan Ave., Chicago, Ill.
Phone Del. 1124

Radio Accounts Placed—Nedick's Stores, Inc., Columbia Pictures Corp., Monogram Pictures Corp., Kenmore Publ.

WERTHEIM ADV. ASSOCIATES

11 W. 42nd St., New York 18, N. Y.
Phone, WIsconsin 7-4978

Officers

Sole Owner-Radio Dir.....Ed L. Wertheim
Space Buyer-Prod. Mgr.....Ed T. Wertheim
Account Executives.....E. L. Wertheim, E. Taylor Wertheim

•

WESTON-BARNETT, INC.

217½ West 5th Street, Waterloo, Iowa
Phone, 4677
ABP—ANPA—PPA—SAAA—SNPA

Officers

President.....Wells H. Barnett
Vice-President.....A. C. Barnett
Secretary .....Phillips Taylor
Radio Dept.....E. V. Bohan

Branch Office

520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725
Vice-President.....A. C. Barnett
M. C. Swartz

Radio Accounts Placed—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co., J. W. Mortell Co.

•

FRANK E. WHALEN ADV. CO.

15 W. 10th St. Kansas City, Mo.
Phone, Victor 7200
ANPA—PPA—APA—ABP—NOAB

Officers

President & Time Buyer.....F. E. Whalen
Sec. & Treas.....J. W. Whalen
Asst. Sec. & Treas.....H. F. Jepson
Space Buyer.....H. G. Kaufman

•

WARD WHEELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Phone Rittenhouse 7500
ANPA—PPA—APA

Officers

President.....Ward Wheelock
Vice-President.....Arthur A. Bailey
Secretary-Treasurer.....H. E. Fauser

Branch Office

444 Madison Ave., New York 22, N. Y.
Phone, PLaza 3-7120
Vice-President.....R. K. Strassman

Radio Account Placed—Campbell Soup Co.

•

WILLIAMS & SAYLOR, INC.

271 Madison Ave., New York 16, N. Y.
Phone, LExington 2-3493
ANPA—PPA—APA—ABP—NOAB

Officers

Pres. & Treas.....Ralph W. Williams
Vice-President.....Walter T. Pollock

Secretary.....William F. Adams
Space Buyer.....Mrs. I. Randall
Production Manager.....M. J. Osias
Art Director.....Kurt Josten
Stocking Acct. Exec.....Willard Yates

•

WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.
Phone: Capitol 1850
ANPA—PPA—ABP

Officers

President .....Allen H. Wood
Vice-President-Radio Director, Allen H. Wood, Jr.
Vice-President.....Arthur F. Sisson
Treasurer.....Jonathan Brown, 3rd

•

THE ALBERT WOODLEY CO.

500 Fifth Avenue, New York 18, N. Y.
Phone, WIsconsin 7-0380
ABP—ANPA—PPA

Officers

Owner.....Albert Woodley
Vice-President.....Louis De Garmo
Vice-President.....Charles E. Rolfe

Radio Accounts Placed—Railroad Federal Savings Association.

•

WORTMAN, BARTON & GOOLD, INC.

345 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 4-2757
ABP—ANPA—PPA

Officers

President.....E. B. M. Wortman
Vice-Presidents.....R. S. Conahay, James Gorton
Secretary.....Gilbert Goold
Treasurer.....D. Wortman
Radio Time Buyer.....Hortense Essler

Radio Account Placed—Harrisburg Steel Corp.

•

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone Ashland 4-8400
ANPA — PPA — APA — AAAA — NOAB — ABC — ABP

Officers

President.....Sigurd S. Larmon
Executive V. P.....Louis N. Brockway
V. P., Chairman Plans Board Charles L. Whittier
Vice-President.....Frank Fagan
V. P., Director of Media and General Production.....A. V. B. Geoghegan
Vice-Presidents.....Milford J. Baker, Edward Barnes, Harry B. Carpenter, J. Brooks Emory, Jr., John E. Grimm, Jr., Garrit Lydecker, Donald Payne and John F. Reeder
V. P., Merchandising Director.Samuel Cherr
V. P., Copy Director.....H. S. Ward
V. P., Director of Research...George Gallup
V. P., Art Director.....Walter K. Nield
Director of Publicity and Public Relations .....William H. Jenkins
Treasurer.....J. H. Geise
Secretary and Assistant Treasurer H. H. Enders
V. P., General Manager of Radio Gordon D. Cates
V. P. in Charge of Radio Production Operations.....Harry Ackerman
Associate Director of Radio.Joseph A. Moran
Associate Director of Radio, Head of Station Relations.....Carlos Franco
Manager, Radio Commercial Copy John L. Swayze
Supervisor, Television Department William E. Forbes
Commercial Motion Pictures..John F. Barry
Radio Business Manager..Frederick A. Zaghi
Radio Publicity Director....Lester Gottlieb
Manager, Talent Department Alexander Stronach

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone Hollywood 2734
Radio Manager.....Glen Taylor
V. P. and Pacific Coast Manager William A. Blees

333 North Michigan Ave., Chicago 1, Ill.
Phone Central 9389
Vice-President-Manager....John F. Whedon
Vice-President.....D. G. Schneider

7430 Second Blvd., Detroit 2, Mich.
Phone Madison 4300
Vice-President and Manager...George Davis

235 Montgomery St., San Francisco 4, Calif.
Phone Exbrook 6685
Manager .....Howard Williams

660 St. Catherine St., West, Montreal, Que.
Phone Plateau 4691
Manager.....L. C. Arbuthnot

80 King Str., West, Toronto, Ont.
Phone Elgin 5347
Manager.....Stuart B. Smith
Director of Foreign Offices Lorimer B. Slocum

24 St. James St., London, S.W.1, England
Managing Director.....George D. Bryson

Radio Accounts Placed — This listing omitted at the request of agency. Reader may refer to pages 191-2 *in the* 1944 *edition of the Radio Annual.*

Research Organizations

AMERICAN RESEARCH SERVICE
4014 W. Olympic Blvd., Los Angeles 6, Calif.
Phone: YOrk 3010

BENNETT ASSOCIATES
512 Fifth Avenue, New York 18, N. Y.
Phone: CHickering 4-5985

BUREAU OF RESEARCH IN EDUCATION BY RADIO
University of Texas, Austin, Texas
Phone: 9171-234

WALTER P. BURN & ASSOCIATES, INC.
7 West 44th Street, New York, N. Y.
Phone, MUrray Hill 2-7462

CALIFORNIA ASSOCIATES
417 South Hill St., Los Angeles 13, Calif.
Phone: Madison 1196

CALIFORNIA RESEARCH BUREAU
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Ho. 5111

COMMERCIAL SERVICES, INC.
2011 Park Avenue, Detroit 26, Mich.
Phone: RAndolph 1485

CANADIAN FACTS
19 Melinda Street, Toronto 1, Ont., Canada
Phone Adelaide 2067

C. C. CHAPELLE COMPANY
500 N. Dearborn St., Chicago 10, Ill.
Phone: Whitehall 7731

ROBERT S. CONLAN & ASSOCIATES
New York Life Bldg., Kansas City, Mo.
Phone: Victor 3038

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.
330 West 42nd Street, New York, N. Y.

CROSSLEY, INC.
330 West 42 St., New York 18, N. Y.
Phone BRyant 9-5462

ELLIOTT-HAYNES, LTD.
(Radio Research Division)
25 King St., West, Toronto, Ont., Canada

FACTS CONSOLIDATED
6305 Yucca at Vine, Hollywood 28, Calif.
Phone: Los Angeles, HIllside 8159
San Francisco, DOuglas 2445

C. E. HOOPER, INC.
10 East 40th St., New York 16, N. Y.
Phone, LExington 2-3000

INDUSTRIAL SURVEYS CO., INC.
347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-0690

McKINSEY & CO.
60 East 42nd St., New York 17, N. Y.
Phone, VAnderbilt 6-5280

NATIONAL RADIO RECORDS
347 Madison Ave., New York 17, N. Y.
Phone, MUrray Hill 6-9186

A. C. NIELSEN COMPANY
2101 Howard Street, Chicago, Ill.
Phone, Hollycourt 6100

OFFICE OF RESEARCH—RADIO DIVISION
3470 Broadway, New York 31, N. Y.
Phone, AUdubon 3-2335

DR. RALPH L. POWER
405-7 I. N. Van Nuys Bldg.,
Los Angeles 14, Calif.
Phone: MAdison 5617

OFFICE OF RESEARCH—RADIO DIVISION
3470 Broadway, New York 31, N. Y.
Phone: AUdubon 3-2335

THE PULSE, INC.
500 Fifth Ave., New York 18, N. Y.
Phone: LAckawanna 4-8305

RADIO REPORTS, INC.
220 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-6406

ELMO ROPER
30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 6-7164

ROSS FEDERAL RESEARCH CORP.
18 East 48th St., New York 17, N. Y.
Phone, PLaza 3-6500

PERSONNEL OF FEDERAL COMMUNICATIONS COMMISSIONS

FCC Regulations Regarding Broadcasting Applications and Rules Applicable to Stations Engaged in Chain Broadcasting, will be found on pages 198 and 203, respectively, in the 1944 edition of Radio Annual. Regulations Regarding Broadcast Stations for Television and Facsimile, will be found on pages 945-50 in the same issue.

FEDERAL COMMUNICATIONS COMMISSION

Headquarters: New Post Office Building, Washington, D. C.

Personnel as of January 1, 1945

Commissioners

PAUL PORTER
Chairman
Term 1942-49

CLIFFORD J. DURR
Term 1941-48

PAUL A. WALKER
Term 1934-46

EWELL K. JETT
Term 1934-50

NORMAN S. CASE
Term 1934-45

RAY C. WAKEFIELD
Term 1940-47

(VACANCY)
Eighth Commissioner not selected at time of going to press.

Secretary
T. J. SLOWIE

General Counsel
CHARLES R. DENNY

Assistants to General Counsel
BENEDICT P. COTTONE
ROSEL H. HYDE
HARRY M. PLOTKIN

Chief Engineer
GEORGE P. ADAIR

Assistants to Chief Engineer
VIRGIL R. SIMPSON
JOHN A. WILLOUGHBY
GEORGE E. STERLING

Acting Chief, Common Carrier Division
EDWARD E. HALE

Chief Accountant
WILLIAM J. NORFLEET

Assistant Chief Accountant
HUGO REYER

Director of Personnel
DICK CARLSON

Director of Budget and Planning Division
WILLIAM B. ROBERTSON

Chief, Service Division
NICHOLAS F. CURETON

Chief, Records Division
WALTER S. DAVID

Chief, Audits and Accounts
LAWRENCE A. CORRIDON

Chief, Minutes
LAVELLE W. HUGHES

Information Office
EARL A. MINDERMAN
Director of Information
DOROTHY AMES HOLLOWAY
Assistant to Director of Information

Chief, License Division
WILLIAM P. MASSING

FIELD FORCE

1. CHARLES C. KOLSTER
Customhouse, Boston, Mass.

2. ARTHUR BATCHELLER
641 Washington St., New York, N. Y.

3. FOREST F. REDFERN
1200 U. S. Custom House, and
Chestnut St., Philadelphia, Penna.

4. EDWARD W. CHAPIN
508 Old Town Bank Bldg., Baltimore, Md.

5. HYMAN A. COHEN
402 New P.O. Bldg., Norfolk, Va.
ALFRED H. KLEIST
106 U. S. Post Office Bldg., Newport News, Va.

6. PAUL H. HERNDON, JR.
411 Federal Annex, Atlanta, Ga.
JOSEPH L. CONDON
P.O. Box 77, Savannah, Ga.

7. ARTHUR S. FISH
P.O. Box 150, Miami, Fla.
MILTON W. GRINNELL
203 Post Office Bldg., Tampa, Fla.

8. THEODORE G. DEILER
400 Audubon Bldg., New Orleans, La.

9. NATHAN A. HALLENSTEIN
404 Federal Bldg., Galveston, Texas.

10. LOUIS B. McCABE
500 U. S. Tterminal Annex, Dallas, Texas.
WILLIAM E. CLYNE
P.O. Box 1527, Beaumont, Texas.

11. BERNARD H. LINDEN
539 U. S. P. O. & Courthouse Bldg.,
Los Angeles, Calif.
HAROLD D. DE VOE
307 U. S. Custom House, San Diego, Calif.
J. LEE SMITH
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San Pedro, Calif.

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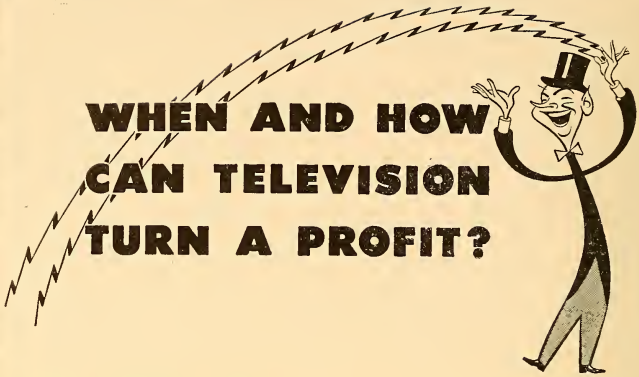
WHEN AND HOW CAN TELEVISION TURN A PROFIT?



Interest in television is assuming flood proportions. Within 18 months after Victory there is every indication that television service will be available to 30,000,000 people . . . and enjoyment limited only by plant capacity of set manufacturers.

Prospective television station operators who reserve DuMont telecasting equipment *now* will be prepared to ride a wave of unprecedented popular enthusiasm . . . to ride the swift and inevitable commercial expansion of the greatest scientific advance of our time. Valuable prestige and good-will are natural windfalls of the early bird in this new field.

A fortune is not required to build a television station, nor years to "break even." DuMont designed and constructed 3 of the 9 television stations on the air today. The low operating cost and rugged dependability of DuMont equipment has been demonstrated week-in and week-out for more than 4 years. When and how television can turn a profit are questions to which DuMont holds factual answers. Would you like to hear them?

TELEFLASH! More than 90 requests for permission to construct and operate commercial television stations are on file with the Federal Communications Commission. As only a few channels are available for television, the number of stations in a trading area is limited. In consequence, options are already being sought for desirable "time." More than 61 advertising agencies have installed television departments. The value of riding with public interest is attracting more and more advertisers to television every week. They are learning to control the terrific sales impact of this wonderful new medium. Their experiments are well worth watching!

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DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

TELEVISION

Commercial Stations

•

Personnel

•

Licenses Pending

•

1944 News Highlights

•

Allocation Proposals

•

Television Broadcasting Association

Farnsworth engineers

. . . WILL BE AT YOUR SERVICE

You can call on a wide range of experience in the Farnsworth engineering staff. This outstanding organization includes specialists in television . . . FM and AM reception and transmission . . . Radar . . . phonograph reproduction . . . acoustics . . . record-changers.

War keeps these men busy today. Tomorrow they will be the background for Farnsworth radio, phonograph and television equipment . . . drawing upon a rich experience of more than 19 years in electronics research and development . . . a guarantee of leadership.

. . . And they will welcome your questions regarding all phases of radio and television transmission and reception. You'll find Farnsworth engineers leading in more and more fields . . . Farnsworth experience and Farnsworth equipment belong in your plans for the future.

• **WRITE FOR COPIES** of "The Story of Electronic Television"—a non-technical brochure for which you'll have many uses.

FARNSWORTH

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TELEVISION MOVES AHEAD

By Frank Burke
Editor, RADIO DAILY

PUBLIC acceptance of television as a post-war sight and sound media is assured based on the 1944 developments in the video field.

Notable among the past year's video achievements were the formation of the Television Broadcasters Association in January; the Television Seminar, conducted by the Radio Executives Club of New York during May and June; the FCC's allocations hearing in Washington and controversial issues growing out of spectrum allocations.

Controversial Issues

The controversial side of television centered around whether it should remain "downstairs" or go "upstairs." Most of the spectrum difficulties were ironed out with the FCC's preliminary allocations report which took cognizance of both schools of thought in the allocation of channels. Commercially television is allowed to remain roughly where it is in the lower spectrum with provision made in the higher spectrum for experimental television in color and higher definition monochrome pictures.

Production Problems

Indications that production is one of television's paramount problems was gained during the Television Seminar conducted last summer by the Radio Executives club and discussed at subsequent meetings of video groups in New York, Chicago and Los Angeles. Two schools of thought on production have voiced opinions. One suggests that films, especially produced for video, will constitute the bulk of sight and sound entertainment fare when television gets in stride in the postwar period. Another group argues that film programming will grow monotonous and "live" programs based news and sports events will constitute much of the programming in the early days of commercial tele development.

Right now television stations in New York, Chicago and on the west coast are experimenting in production with a view of being prepared when television is launched on a large scale. Some radio programs such as "The Missus Goes A Shopping," "Ladies Be Seated" have been given successful tryouts in New York together with news commentators, puppet shows and fashion productions. On the west coast films have been used successfully with "live" talent in the presenting of programs. The movies are used as background and for full 15 minute and half hour shows.

Another interesting phase of experimental programming is the surveys being conducted among television set owners on the type of programs they regard as the best video entertainment. Stations in New York have contacted approximately 5,000 television set owners on the Eastern seaboard and in Chicago questionnaires have been mailed to tele set owners in that area.

TBA's First Conference

Formation of the TBA in January of 1944 and the first national conference of the organization in December was another important development of the past year. The conference attracted 700 registrants to the Hotel Commodore in New York with broadcasters, equipment manufacturers, advertising agency executives and others interested in video participating. One of the highlights of the meeting was the presentation of 12 awards to leaders in the video field for services rendered during 1944.

Television covered the Republican and Democratic national conventions in Chicago in June and special films of these conventions were telecast by New York stations and a network including Philadelphia, New York, and Schenectady. Later the linking of New York, Philadelphia and Schenectady stations were heralded in the press as the nation's first television network.

Chronology Presented

Strides made by television during the past year are chronologically listed month by month in this issue of the RADIO ANNUAL. Recapitulation of these events is recreating the dramatic story of television's progress during 1944.

CHAIN television is here! With the recent dedication of the new Philco Relay Transmitter at Mt. Rose, N. J., the first Television Network, linking Philadelphia, New York and Schenectady, is in actual operation today. Now Philadelphians enjoy clear reception of programs from New York through their local Philco television station. Thus the first step has been taken through which millions will eventually witness events that take place thousands of miles away . . . *by television.*

HOW PHILCO RESEARCH SPEEDS THE ADVANCE OF TELEVISION

This first television network is an example of how Philco research is working to establish transmission principles which can extend chain television broadcasting from coast to coast. At the same time, Philco research is improving the clarity, sharpness and detail of the television picture . . . so that future television sets will have the greatest possible sales appeal. Thus in two ways . . . by helping to broaden the market for television, and by designing a more saleable product for that market . . . Philco leads toward the goal of television as tomorrow's "billion dollar industry."

Radio Hall of Fame Orchestra and Chorus.
Tune in Sundays, 6 P.M., E.W.T., Blue Network.

PHILCO

FAMOUS FOR QUALITY THE WORLD OVER

FILM OUTLOOK IN TELEVISION

By RALPH B. AUSTRIAN
Executive Vice-President, RKO Television Corp.

WILL most post-war television programs be live-talent or will they be filmed? This question has been asked ten thousand times this past year. I believe that the most suitable type of television program as they are evolved through experience, will be far different in character from the feature motion pictures created in Hollywood for theater exhibition. In the evolving of such programs, however, motion picture technique will play a greater part than existing radio or stage techniques and the use of film will be infinitely more important in television broadcasting than the electrical transcription disc is today in radio. In short, I believe that the majority of programs will be on film.

No "Shackles"

The use of the motion picture for the presentation of a television program immediately frees the writer, director and producer from the shackles of the live stage. A television program using live talent naturally faces many of the same restrictions that limit a stage production. All action at any given time is on a single set, and if the action is continuous, the players are held to a single costume. Offstage action can only be referred to and not shown, unless an intermission is declared for a shift of scene and a change of costumes. But with television there can be no between-the-acts intermission. An intermission on a television program — and its audience would promptly dial to another station. True, a system of revolving stage sets, multiple cameras and quick costume changes might be employed, but the technical complications would be heartbreaking. At best, it would permit only a very few locale changes, but would continue to impose a multitude of restrictions on both writer and producer. No reverse shots or complicated angle shots—no shots from other sets, unless there are three more cameras at least on each set. A fundamental of television as in movies is constant scene change and camera movement. The public is accustomed to it and will demand it. I want to see a typical drawing room scene with four or five people—lit so they may move around freely and remain perfectly lit at all times.

Handicaps Removed

All of these program handicaps and restrictions, however, are immediately removed when it is a film program. For example, should the script call for an authentic street scene in Calcutta or Miami, a blizzard in Alaska, or a storm at sea, it would be available from the extensive film libraries maintained by RKO in Hollywood or Pathe News in New York. The players called for in the script could perform against the background of such a scene in such a natural manner that to the television viewer it would all appear to be taken on location. When film is used, rather than live talent, this and hundreds of other proven motion picture devices can be employed to give the television program producer practically limitless freedom of action. There is no substitute for the cutting room and a pair of sharp scissors.

An objection to programs on film is that they do not have the sense of "immediacy" that live talent has. I don't think that is true except, of course, in the case of sporting events—spot news—fires—floods, etc. There's no one who appreciates the live performance provided by the legitimate stage any more than I do. There's something about sitting in a theater watching a good play performed by capable actors and actresses that has no substitute; but if you were to put cameras in that theater and watch those actors and actresses from a distance, it is then nothing more than a motion picture. It loses the personal magnetism, the feeling of live flesh and blood—that thing known as "Theater."

Immediacy Theory

Here is another reason why I cannot agree to the theory of immediacy. Every day as I come to my office which is in the same building as the Radio City Music Hall, I see literally hundreds of

TELEVISION

Patrick Michael Cunning

TELEVISION PRODUCTIONS

"Since 1939 America's Leading Independent Television Producing Organization"

●

THE HOME OF PACKAGE TELESERIALS

•

STAGE 8

6530 SUNSET BLVD. **IN HOLLYWOOD, CALIF.**

people on line in all kinds of weather patiently awaiting to go inside and see a picture which they know was completed several months ago. The people know the middle scenes were shot first and the first scenes shot last. They know each scene was taken and retaken. Yet they line up to get it. Why? It's only a cold, moving and talking shadow—but the story and the actors and actresses will make them laugh or cry or forget thmeselves for a few fleeting hours.

It has been said many times: The high cost of programs on film is an impossible obstacle. I do not believe that programs in order to be entertaining and good, necessarily have to be expensive beyond reason. Some radio programs today cost from $10,000 to $25,000 for a 30-minute period. That's a range of from $300 to $600 a minute. We could supply film shows for that much and less—and, of course, more.

Knotty Problems

One of the knotty little economic problems of television which keeps occupying the attention of prospective station operators, especially the so-called originating stations for networks, is the vast amount of equipment and personnel needed to put a comparatively few hours of live talent programs on the air. There are a lot of people who say that television will operate only between four and six hours a day. Others point knowingly to a 24-hour-around-the-clock schedule. Let's take for our example a 12-hour day although even that might be some distance in the future. What would be required to put on 12 hours of programs a day if they were all live talent programs? One station operator who has been on the air for several years and who has had the unique experience of running two studios has estimated that it would take 15 studios to put on the air 12 hours of live talent program material, allowing only four hours' rehearsal time to one hour air time. Believe me when I tell you, however, that many 15-minute and half-hour live talent shows require as much as a week of rehearsal. Five of these studios would be very large studios about 3,000 square feet apiece; five would be medium size, around 2,000 square feet, and five small—around 1,300 square feet. Nobody knows just how many technicians, property men, electricians, directors, cameramen, grips and other laborers would be needed for these 15 studios. With the most careful method of staggering all help (union permitting) there may be as many as 200 men needed.

Rehearsal Angles

When a program goes into rehearsal, a production crew is assigned to it and that crew stays with it all during the rehearsal time and is the same crew that will eventually put the show on the air. So you can see that every show in rehearsal will require its own crew.

In a radio station today at the end of a program there is not very much to be done in the studio to get ready for the next show but when a live television show is over, the crew has to come in, strike the set, properties and lights, bring in the new set, dress it, light it, and you just don't do that in 30 minutes. How very simple it is going to be when programs are provided on film. A large motion picture company can arrange with the advertising agency for whom it functions to supply identical prints of a program to any number of television stations throughout the country or, for that matter, the world. It would do this precisely as it supplies its regular motion picture film, on a "day and date" basis. This would be done through its nationwide network of film exchanges. No excitement, no worry, no scurry—just as simple as loading a home movie.

Commercial Opportunities

Public relations or straight advertising via television opens up a vast new field of opportunity. Today, more than ever before, it has become necessary for big business to justify its existence. Television on film will offer a most unique and effective method of spreading the story of the large corporation to Mr. and Mrs. Public. In a most entertaining manner it will be possible to portray what a big company does for its employes—group insurance, social service, hospitalization, home economics, company stores, extension courses, bonus system, job insurance, retirement funds. What better way could there be to present this story to the peoples of the world than via the motion picture films? The screens of the majority of motion picture theaters in this and many other countries have been closed to the advertising or business propaganda film—and rightfully so. People do not wish to buy propaganda or advertising when they go to the theater. Now, with television, the home screens of the world will be open to the advertiser. Here again the efficacy of the television program on film becomes apparent. You can't drag television cameras all through and around a big plant and put on a carefully planned show. Also the finest

(*Continued on Page* 231)

BOB CLAMPETT

WRITER - DIRECTOR
WARNER BROS. CARTOONS

●

Now in Production

ON THE FIRST COMMERCIAL CARTOON EVER MADE FOR "TELEVISION"

THE PICTURE ON TELEVISION

By Lewis Allen Weiss

Vice-president-General Manager, Don Lee Broadcasting System and W6XAO, Hollywood.

THE public is waiting, the advertisers are ready, and television is set to go. On that three-point platform, the Don Lee Network confirms a decision made 13 years ago when it first put its television station, W6XAO, into operation with the statement that "in a decade, the experiment of television would be a reality in the broadcasting industry."

Discounting the war years that have held up the mass production of television sets, the prophecy of our television experts, shared with others all over the country, came to a climax when the Federal Communications Commission held a hearing to determine the status of television and to make ready its introduction to the immediate post-war world.

Part of the testimony made at the hearing was on a purely technical basis, to substantiate what is common knowledge in the industry that television is ready and capable of giving the public greater and richer measure of broadcasting's third dimension than either radio or motion pitcure could deliver at a comparable point in their development, and thus should be permitted to operate in or near its present band in the spectrum.

Television stations are now capable of servicing nine-tenths of the population of most major cities in the country. We've also had promises from our set manufacturers that receiving sets will cost as little as $150, combining television with both FM and AM reception. The potential television "looker" is rightfully at that point where he can make his contribution to the success of commercial television.

Public Interest

For it goes without saying that public enthusiasm about television is of paramount importance. Coming right down to brass tacks, it will be the "looker" who will make it possible for the advertiser to make full use of television, and as you'll recall, the advertiser is a third, and important necessary third, in our three-part platform for the new video industry. Certainly a public that has been asked to back and fill, so to speak, while those in the industry make up their minds, isn't going to be a clamoring public who will respond when the signal s given.

And now, about that "advertising third." Already every alert advertising agency in the country is making investigations about the potentialities, the cost and the requirements of this fascinating new medium. At W6XAO we've consulted with both production men and executives in advertising agencies in developing our program plans. We've asked them for specific problems to solve, so that together we have come to some definite conclusions about the restrictions and obligations that must be observed in successful commercial television.

Programming Discussed

Actually, the programming of television and the production of program units are simple problems, and with the experience of radio to guide us, are easily solved by the application of sound showmanship principles to this new means of expression.

In our studios on Mount Lee, we've already produced about every type of program feasible for broadcast. Many successful years of remote broadcasting are on our records, and as those who live in the Los Angeles area remember, the sight of the huge red W6XAO television remote unit became a familiar part of our pre-war parades, festivals, athletic meets and aquatic events. We've taken our receivers up into the air to experiment with a combination of airplane and land television reporting. We've filmed news events, a fire in downtown Los Angeles is one I remember, a flood at Long Beach another, and on a televisioned program later the same day shown the pictures we obtained.

With studio programs, our experience has also been wide. Operas, famous dramas, original plays and musicals have been produced before our cameras, and we've even tried out the five-a-week serial with great success. Working with miniatures, combining film with live talent in dramatic sequences and introducing news reporting and commentary

CONSIDER TELEVISION AS AN ACTUALITY!

THE time when television was "just around the corner" has now passed. Today we have with us a vigorous new industry, complete with all the problems of a virtually untried medium.

These problems are serious but not insurmountable. There are "bugs" inherent in all new things. Television's "bugs" must be overcome. The future of the entire industry lies in our approach to these problems, and the solutions we find for them.

In a comparatively short time, televising will begin on a large scale. Too late then for "bugs." Public and sponsor acceptance of television, for years to come, will depend on the groundwork that is being done today.

In television, the glamour and eye-appeal of the stage, the imagery of the radio, the technical skills of the screen must be successfully combined. How to accomplish this? What talent will be best suited for the job? What stories are adaptable to this new medium? These are the problems with which Ray-Tele can help you. We at Ray-Tele have studied and anlyzed these very difficulties. When we found the answers, we went into business for the express purpose of helping you and the industry as a whole.

Use Ray-Tele for its fund of information. Use it as a stepping-stone to success in a new business which may easily become the greatest the entertainment world has ever known.

RAY-TELE • BR. 9-5365

604 Fifth Avenue, New York 20, N. Y.

FOR QUALITY

AP !

through visual means have been among our experiments. And of course, by now, after some 15,000 hours of television broadcasting, we're past masters on the "how to do it" broadcast, even having grown a Victory garden before the eyes of the "lookers" tuned to W6XAO.

Question of Cost

And so, of course, we finally come to the question of cost. Here I have some more specific information. First, because hundreds of thousands of dollars worth of experimenting has gone on in the program departments of the nation's television stations, the advertisers who buy television programs will inherit a production cost much lower than they would have if organizations like Philco, RCA, Farnsworth and others like ourselves at Don Lee had limited our ground breaking interests to purely technical experiments. Secondly, we've actually computed what the technical operating costs will be, and thus have given potential advertisers some material with which to start figuring. We find that the technical costs will start at $300 per hour—that being the cost to the station to maintain the staff and put the cameras and transmitter into operation for a four hour broadcast schedule.

As I've said, for nearly 14 years now the Don Lee Broadcasting System has been helping write the history of television. We began operations in our original downtown Los Angeles studios, and in 1940 opened the world's first built-for-television studios atop Mount Lee in the heart of Hollywood. That we're looking forward to the future of both television and Frequency Modulation you all know by now, from the news released a few weeks ago telling of the purchase by the Don Lee Broadcasting System of a 160-acre site at Deer Park on Mt. Wilson, the most advantageous site our engineers could find in Southern California, the site from which we hape soon to cover all of Southern California as our commercial television station goes into regularly scheduled operation.

FILM OUTLOOK IN TELEVISION (*Continued from Page* 227)

live talent program produced in America means nothing in a country where English is not spoken or understood. The cost of the program or series of programs must be borne by the one-shot performance. Suppose it were to cost ten times as much to put it on films? By the simple expedient of what we in the picture business call "lip dubbing," we can translate the program into any and every language and send prints of such programs to all countries just as we now send foreign versions of our motion pictures. This enables our giant corporations whose scope is world-wide to reach via television not just millions in this country but eventually, billions of people.

Film as Backbone

It is quite evident that telecasting stations will be in operation considerably sooner than network programs will become available and it is here that the film transcription or "Telereel" will prove to be the backbone of the programming system.

In the post-war period when television will flourish, the advertising dollar will be scrutinized more carefully than it is today. National advertisers will not be so ready to buy a 15-minute or half-hour spot on a network between the East and West Coasts and perhaps be in competition with a top rating program carried by another network or face a three-hour time differential. Advertising managers and market analysts will lean heavily on the spot type of telecasting. They will pick the markets in the order of their desirability, concentrate their appropriations on selected territories and make it a point to cover them at the best possible hours.

RKO is going to make syndicated film programs available as soon as station construction starts. It is preparing now. Even after national or large regional networks are established, the "Telereel" will remain an important, if not *the* most important factor for all programs with the exception of course of sporting events and news events which are always hot flash news.

No single individual advertiser, no single advertising agency, nor any group of advertising agencies could possibly operate such enormous facilities as RKO and its subsidiary, Pathe News, Inc., now offer the potential television users of this country. These facilities are now available to both reputable advertisers and recognized advertising agencies through RKO Television Corporation.

TELEVISION HIGHLIGHTS—1944

(From the Files of RADIO DAILY)

A review of the past year's television events indicates the tremendous post-war possibilities of the sight-and-sound medium. Increasing momentum is evident from the upward surge of activity reported in the columns of RADIO DAILY. *The following pages contain the recorded highlights of the year in television.*

JANUARY

Jan. 18—The newly formed Television Broadcasters Association discussed and adopted by-laws at its first annual meeting held at Chicago.

Jan. 21—NBC inaugurated a 50-week television course for its staff engineers in anticipation of post-war development of television.

Jan. 26—Senor Bonifacio Fernandez Aldana, New York correspondent for a group of South American newspapers, told members of the newly formed Television Press Club at the group's first monthly luncheon that Mexico will be one of the centers of television in Latin-America.

Jan. 28—NBC and RCA in cooperation with General Electric began installation of 45 additional tele receivers in hospitals for wounded servicemen in the metropolitan New York area. Mid State Television Corp. was formed in Boston and planned to open tele studios in Lowell, Mass., within the year.

FEBRUARY

Feb. 1—After serving two years with OWI, F. P. Nelson has returned to Westinghouse Radio Stations, Inc., to resume his old post. He will undertake new duties as manager of television and shortwave.

Feb. 2—The Television Broadcasters Association, Inc., elected Allen B. DuMont as its first president. Other officers chosen were Lewis Allen Weiss, Don Lee Broadcasting System, vice-president, and John R. Poppele, WOR, assistant secretary-treasurer.

Feb. 8—First tele application of 1944 was filed by the Jamaica (N. Y.) Radio & Television Corp., which put in for channel three, previously unassigned.

Feb. 25—A cooperative time exchange was set up between WNEW, New York independent station, and W2XWV, experimental television outlet operated in New York by the Allen B. DuMont Laboratories.

MARCH

Mar. 1—Will Baltin, program manager for the DuMont television station W2XWV, was named secretary-treasurer of the Television Broadcasters Association at a meeting of the organization's board of directors. In an address before the Television Press Club, Dr. Alfred N. Goldsmith, vice chairman of the RTPB, forecast no conflict between FM and television in the post-war period.

Mar. 6—Television was dramatized in the morning over CBS in one of the "American School of the Air" radio series, titled "The Vacuum Tube." Featuring Worthiton Miner, manager of Columbia's tele department, the script dramatized the role of the tube in the development of eye-and-ear entertainment.

Mar. 20—Statements made by NBC, CBS and A.T.&T. over the weekend indicated steadily increasing interest in planning television's future. N. Ray Kelley was appointed by NBC to take charge of the network's technical facilities of television. Plans for a $2,000,000 trial of short-wave radio relays for intercity tele and telephone relays was made by A.T.&T. Paul W. Keston, executive vice-president of CBS, forecast post-war tele in full and natural color in the annual report to CBS stockholders.

Mar. 21—Stromberg-Carlson Co. announced plans for a tele station and a new "Rochester Radio City" housing AM, FM and television as a post-war development through William Fay, vice-president in charge of broadcasting.

Mar. 24—Allen B. DuMont, president of TBA, told the American Marketing Association at a Murray Hill Hotel luncheon that advertisers and advertising men are already convinced that television advertising has real possibilities. He spoke on the topic, "T.N.T. —Television Now and Tomorrow."

Mar. 29—Thomas F. Joyce, manager of RCA Victor's radio, phonograph and tele department, indicated in an address before a morning educational forum of The Advertising Women of New York that television's quality of immediacy would provide the greatest vehicle of mass education that he had ever known.

APRIL

April 3—Gerald Cook, former director of tele for the BBC, expressed the belief that progress of television programming would be advanced 10 years through a merger of sight-and-sound facilities by the webs and other interested parties for a training period of three years only. He added that this opinion was his own and did not reflect the policy of BBC. First among the class magazines to experiment with television was the "Mademoiselle," with its debut over W2-XWV, aimed at projecting what's new in the news in fashions, in jobs and futures and in fun.

April 3—As guest speaker at the organizational meeting of the newly formed Television Producers Association, Allen B. DuMont stressed the improvement of the technique of writing and creating television programs.

April 4—Approval of 12 members in the Television Broadcasters Association, Inc., was voted by the board of directors at a meeting held in the TBAI offices in New York, bringing the total membership to 15.

April 7—Addressing a luncheon meeting of the Radio Executive Club on "Television's Opportunities," Dr. Alfred N. Goldsmith, electrical engineer, declared that the industry will be a boom to employment and that "science and engineering will have added one more great implement to those at the disposal of humanity." . . At a special press luncheon, General Electric revealed its post-war television plans. . . Announcement was made by the Radio Executives Club that the REC would conduct a "Television Seminar" starting in May and continuing through September, covering all phases of the subject.

Apr. 10—WFIL, of Philadelphia, has designated the station's "Playhouse Studio" as experimental studio for video coaching. . . . First television premiere of a film to be televised at key points across the country was MGM's "Patrolling the Ether." James L. Fly, chairman of the FCC, appeared before the NBC tele cameras in New York to introduce the film which dramatized the war time activities of the radio intelligence division of the FCC.

Apr. 19—Television Actors Guild, social organization devoted to the advancement of television acting, was formed in Hollywood. John Folger was named temporary chairman.

Apr. 21—Eddie Cantor announced from Chicago that he plans to jump the gun on television next season by doing away with scripts and staging his broadcasts as though they were being presented in front of television cameras.

Apr. 24—Post-war industrial applications of television were outlined in Detroit by Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories, before a meeting of the Engineering Society. He looked for tele as a visual means of plant control to speed production.

Apr. 24—Locations for "Vaqueros Ride" is believed to be the first television "Western" movie, shot at Coe's Cove Rancho in Hollywoodland. Telecine 16mm. film was used for the first time.

Apr. 25—Growing interest of the nation's newspaper publishers and editors in the post-war development of television, FM, and facsimile were indicated at the convention of the American Newspaper Publishers Association at the Waldorf-Astoria, New York.

Apr. 26—Speaking on the topic "The Story of Television Programming," Gilbert Seldes told members of the Television Press Club that television does best what is caught unprepared. . . . In a move which was believed to be designed to head off the formation of a Television Actors Guild in New York similar to the one recently organized on the West Coast, Equity Screen Actors Guild and the American Federation of Radio Artists issued a joint statement.

MAY

May 5—Transformation of color in television to gradations of black and white was demonstrated by Bud Gamble, of Farnsworth Tele-

vision & Radio Corp., at a meeting of the TPA held in New York.

May 8—The first commercially sponsored television program on the Balaban & Katz station, WBKB, was purchased and broadcast Friday night, May 5, for Marshall Field Co., Chicago.

May 18—In step with the industry's progressive thinking and planning, RADIO DAILY presented the first issue of TELEVISION DAILY as a monthly supplement to this publication. TELEVISION DAILY will be published on a monthly basis for the duration of the war as an enterprising voice in the new field of revolutionary electronics.

May 25—Television and other refinements of the radioart will provide millions of jobs for American soldiers, Senator Burton K. Wheeler, D. Mont., declared during his address on the occasion of the 100th anniversary of the sending of the first telegraph message. . . . George Henry Payne, former member of the FCC, has been named vice-president and director of the Finch Telecommunications Co. of New York. . . . The board of governors of the Television Press Club named Richard W. Hubbell chairman of the scribes' organization at its first semi-annual election of officers.

May 31—Television as it may be applied to department store advertising was demonstrated by NBC and RCA for 22 representatives of retail organizations comprising the Associated Merchandising Corp.

JUNE

June 6—First film company to enter the television film production field is RKO with a new subsidiary known as RKO Television Productions, Inc., which will produce news and entertainment shorts exclusively for video.

June 7—With the Allied Expeditionary Forces smashing inland from the French coast, two New York television stations, WBNT and WABD, went on the air with special events marking the historic thrusts into European contient.

June 15—A three-city tele network will pick up the video signals of WNBT, New York, and the pictorial proceedings of the Republican National Convention in Chicago will be made available to about 7,000 television in the Eastern area, C. L. Menser announced. . . . Staging of a two-hour musical comedy, "The Boys from Boise" on Thursday, July 13, will mark the opening of DuMont's new WABD studios and will represent television's most ambitious program planning to date in the New York area.

JULY

July 6—Pacific Coast Independent Television Producers Association was formed, with Patrick Michael Cunning, Hubbard Hunt, Rudi Feld, Armand Piaggi and Joseph Sawyer charter members.

July 13—Because of an increasing demand for speakers versed in the technical and non-technical aspects of television, a Television Speakers Bureau was established by the Television Broadcasters Association, Inc.

July 24—The award for the year's outstanding contribution to the art of television programming was presented to WRGB, Schenectady, N. Y., by Dan D. Halpin, president of the American Television Society.

AUGUST

Aug. 3—Announcement was made of an ambitious plan to educate agency executives and advertisers in the post-war potentialities of television with the launching in Baltimore on Aug. 20 of a 10-day tele demonstration by NBC and RCA in co-operation with radio station WBAL.

Aug. 8—First advertising agency to set up regularly weekly auditions for commercial tele talent is Ruthrauff & Ryan with try-outs scheduled for ever Friday at WABD.

SEPTEMBER

Sept. 5—Widespread interest in television as an advertising medium is indicated in the countrywide response of General Electric's invitation extended to the stores to be present at a program to be staged in Schenectady, N. Y., in the studios of WRGB, on Friday, Sept. 29.

Sept. 8—In a closed meeting of the television and FM panels of the RTPB held in New York City, preliminary discussions of allocations aired in preparation for the hearings to be conducted in Washington, beginning Sept. 28.

Sept. 18—Presentation of a plaque by the American Television Society to Allen B. DuMont, president of DuMont Laboratories, Inc., for the "best contribution to television during the year" highlighted the first fall meeting of the American Television Society Sept. 14.

OCTOBER

Oct. 2—A settlement of the differences of opinion between the television and FM panels of the RTPB was reached at the frequency allocation hearings conducted by the FCC.

This dispute, the first to be brought into the open since the sessions started Thursday, Sept. 28, involved claims for that portion of the spectrum between 50 and 56 megacycles, the present No. 1 video band.

Oct. 3—Four out of every ten persons plan to purchase television sets when they are released after the war; six out of ten postponing the purchases of tele sets say they will buy within three years after the end of the war; six cut of 10 say the clarity of the picture will not influence their purchases, it was disclosed by the Allen B. DuMont Laboratories following a survey conducted within the New York City metropolitan area.

Oct. 5—The appointment of Jay Strong to the post of director of television was made by the Basch Radio Productions.

Oct. 9—In collaboration with the University Extension of Columbia University, NBC University of the Air inaugurated a television course which is recognized for credit toward a University degree.

Oct. 13—Transoceanic television has not been stressed enough, Gilbert Seldes, head of CBS' television division, declared at the weekly luncheon of the Overseas Press Club of America in New York. He referred to a request for an article made by an Australian publication that has evinced great interest in the new medium and its prospects for the "world down under." . . . The War Finance Committee of New York announced that television will be used as a public service function when it is employed in the fall as a training medium for the Sixth War Loan workers.

Oct. 16—Emphasis on the use of films as television entertainment characterized the presentation of four speakers before a meeting of the American Television Society in New York.

Oct. 17—In Washington, D. C., television witnesses paraded before the FCC allocation hearing giving views for and against development of video in its present stage as a sight and sound media.

Oct. 18—Television stations, at least for a good many years to come, will be limited to cities having populations of more than 500,000, Lewis Allen Weiss, head of the Don Lee Broadcasting System, told the FCC at its allocation hearing in Washington. Only cities of a half million or more will be able to support a video broadcasting station, he declared. . . . Looking ahead 10 years and envisioning the potentialities of television in the home, Thomas J. Joyce, tele executive for the RCA Victor Division, told the annual Boston Conference on Distribution that in 1955 there will be 30,000,000 homes equipped with video receivers, offering that many showrooms for merchandise as against 1,777,000 retail spots now used for display.

Oct. 19—Supporting the statement of Don Lee's Lewis Allen Weiss that television is too expensive for any but the larger cities, James D. McLean, General Electric television sales manager, told the FCC that the initial expense for a television station would run from $150,000 to $300,000, with operating expenses amounting to about another $350,000 per year. The estimate for the initial cost makes no provision for grounds, buildings or antenna supporting structures.

Oct. 24—Television holds great promise in the first post-war decade if it can be developed to satisfactory state and released soon enough, Arno H. Johnson, director of media and research of J. Walter Thompson Co., told members of the Radio Executives Club of New York City.

Oct. 27—Two spokesmen for television who urged the immediate post-war development of the video art were heard as witnesses before the FCC's Allocation hearing, when Niles Trammell, president of NBC, and Allen B. DuMont, president of the Television Broadcasters Association, Inc., gave testimony. Trammell counseled the Commission to give a green light to full scale television broadcasting on present standards. Urging the FCC to end the "indecisions and restraints" that have pinned down immediate expansion of television into a national service, DuMont asked the FCC to accept the recommendations voiced by Panel No. 6 of the RTPB.

Oct. 31—Three media, television, radio and newspaper, will collaborate to bring a visual presentation of the election reports to televiewers over WABD, Nov. 7, it was announced by Raymond E. Nelson, vice-president in charge of television and radio for the Charles M. Storm agency; Bernice Judis, vicepresident and general manager of WNEW; Carl Warren of the New York "Daily News."

NOVEMBER

Nov. 2—Television's power will be such in 1948 that the presidential nominees will be chosen for their telegenic qualities just as they are now nominated with their radio voice in mind, Edward Sobol, production director of

NBC television, told the members of the Television Press Club at its first meeting of the new season.

Nov. 8—Television—heralded as a major media in the Presidential election to come in 1948—played an interesting role in the election returns of last night by devoting full time on three New York stations, one in Chicago and one in Los Angeles. Other tele election programs were carried in Schenectady and Philadelphia with stations participating in an inter-city network linked with New York.

Nov. 13—Plans for the first annual conference of the Television Broadcasters Association were disclosed at a press luncheon at the Hotel Commodore in New York City with Jack R. Poppele, chairman of the conference; Will Baltin, secretary of TBA, and Ralph Austrian, chairman of the program, discussing the convention planning.

Nov. 20—A discussion panel on television in advertising agencies was organized in order to strengthen agency television directors' voice in the forthcoming annual Television Broadcasters Association, it was announced by Elkin S. Kaufman, executive vice-president of William H. Weintraub & Co. and moderator of the panel.

Nov. 30—In a by-lined article, Herbert Graf, NBC director of operatic production and stage director of Metropolitan Opera Company, stated that "television, will in my opinion, be the decisive medium in making opera a popular art in America."

DECEMBER

Dec. 6—WKY, Oklahoma City, NBC affiliate, used television effectively during the Sixth War Loan Drive on a tour of 19 Oklahoma cities. Thousands of adults lined auditorium aisles for closeups of reflector pictures of local dignitaries, citizens, children, pets, and bombarded technicians with amazingly searching questions.

Dec. 11—First annual conference of the Television Broadcasters Association, Inc., got underway at the Hotel Commodore in New York City in the morning with about 700 registrants expected to be on hand for the opening session of the two-day meeting. Registration included television broadcasters, radio station operators, manufacturers of equipment, advertising agency executives, and publishers, which indicated the widespread interest in the post-war planning of video.

Dec. 12—Sixteen television leaders were presented awards for outstanding contributions to video development at the First Annual Conference Banquet of the Television Broadcasters Association. . . . Three authorities of television, Thomas Hutchinson, head of RKO Television Productions, Commander William Eddy, formerly connected with the television firm of Balaban & Katz Corp., and Richard W. Hubbell, production manager for the Broadcast Division of the Crosley Corp., of Cincinnati, Ohio, are preparing books on television that are scheduled to appear during 1945.

Dec. 13—Jack R. Poppele. chief engineer and secretary of WOR, New York, was elected president of the TBA at the closing session of their two-day meeting at the Hotel Commodore yesterday. Other officers elected were Robert L. Gibson, of General Electric, vice-president; Will Baltin, secretary-treasurer; and O. B. Hanson, chief engineer and vice-president of NBC, as assistant treasurer.

Dec. 15—Television will be the motion picture industry's most powerful medium for exploiting the glamour of Hollywood and its stars, Blaus Landsberg, director of television station W6XYZ, Hollywood, told a special events meeting of the American Television Society at the Museum of Modern Art in New York.

Dec. 18—Rene Barthelmy, French television expert, in an interview with Charles Collingwood, CBS correspondent in Paris, told of successful experiments with 1,000 line screen and predicted the eventual adoption by television interests throughout the world. . . . Plan to introduce television in Utah was announced by S. S. Fox, president and general manager of the Intermountain Broadcasting Corporation which operates KDYL with the filing of a license application with the FCC.

Dec. 26—Speaking before a class in tele-techniques at New York University, P. D. McLean, GE sales manager of television equipment, predicted that there will be at least 150 tele stations in operation within five years after the war. He also pointed out that television would be brought to the smaller communities with the use of satellite stations, low power relay stations drawing their programs direct from the networks, and lacing the usual studio facilities.

Television
Broadcasting Stations

As of January 1, 1945

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

Commercial

Licensee and Location	Call Letters	Frequency (kc)	ESR (Effective Signal Radiated)	
Balaban & Katz Corp. Chicago, Ill.	WBKB	60000-66000 Ch. 2	550	Condl. CL.
Columbia Broadcasting System, Inc. New York, N. Y.	WCBW	60000-66000 Ch. 2	1000	
Don Lee Broadcasting System Hollywood, Calif.	KTSL	50000-56000 Ch. 1	5600	
General Electric Co. Schenectady, N. Y. Transmitter: New Scotland, N. Y.	WRGB	66000-72000 Ch. 3	3100	S.A. rebroadcast WNBT aural and location announcements
The Journal Co. Milwaukee, Wisc.	WMJT	66000-72000 Ch. 3	1200	(CP only)
National Broadcasting Co. New York, N. Y.	WNBT	50000-56000 Ch. 1	1800	
Philco Radio & Television Corp. Philadelphia, Pa. Transmitter: Springfield Twp., Pa.	WPTZ	66000-72000 Ch. 3	500	
Zenith Radio Corp. Chicago, Ill.	WTZR	50000-56000 Ch. 1	1270	(CP only)

Pending Applications

Location	Channel MC	Call Letters	Licensee	Visual-Aural Power (Watts)		Remarks
CALIFORNIA						
Fresno	No. 2 60-66	..	J. E. Rodman	..	..	Commercial construction permit application. No power specified.
Hollywood	No. 1 50-56	W6XAO	Don Lee Broadcasting System	1000	150	Licensed experimentally.
Hollywood	No. 1 50-56	KTSL	Don Lee Broadcasting System	1000	150	Commercial construction permit.

Location	Channel MC	Call Letters	Licensee	Visual-Aural Power (Watts)		Remarks
Los Angeles	No. 2 60-66	W6XHH	Hughes Productions, Division of Hughes Tool Company	10000	10000	Experimental construction permit expired. Hearing on application for commercial status indefinitely continued in accordance with FCC policy of Feb. 23, 1943.
Los Angeles	..	..	Los Angeles Times Mirror	..	..	Commercial television application.
Los Angeles	No. 8	..	MGM-Loew's Pix Corp.	..	..	Commercial television application.
Los Angeles	No. 3 66-72	—	Warner Bros. Broadcasting Corp.	..	..	Commercial construction permit application. No power specified.
Los Angeles	No. 3 66-72	..	National Broadcasting Co.	4000	2000	Commercial construction permit application.
Los Angeles	No. 4 78-84	W6XYZ	Television Productions, Inc.	4000	2000	Licensed experimentally. Application for conversion to commercial status.
Los Angeles	No. 6 96-102	KSEE	Earle C. Anthony, Inc.	1000	1000	Commercial construction permit application expired. Application for reinstatement.
Los Angeles	No. 7 102-108	..	Consolidated Broadcasting Corp., Ltd.	..	..	Commercial construction permit application. No power specified.
Los Angeles	No. 8 162-168	..	Blue Network Co., Inc.	..	..	Commercial construction permit application. No power specified.
Los Angeles (Portable-Mobile)	No. 11-12 204-216	W6XLA	Television Productions, Inc.	25	None	Construction permit for television relay pick-up station to be used with W6XYZ.
Los Angeles (Portable-Mobile)	318-330	W6XDU	Don Lee Broadcasting System	15	50	Licensed. Television relay pick-up station used with W6XAO.
Riverside (T—San Bernardino)	No. 3 66-72	..	Broadcasting Corp. of America	3000	..	Commercial construction permit application. No Aural power specified.
San Francisco	No. 1 50-56	..	Don Lee Broadcasting System	1000	1000	Commercial construction permit application.
San Francisco	No. 2 60-66	W6XHT	Hughes Productions, Division of Hughes Tool Co.	10000	10000	Experimental construction permit expired. Hearing on application for commercial status indefinitely continued according to FCC policy of Feb. 23, 1943.
San Francisco	No. 6 96-102	..	The Associated Broadcasters, Inc.	4000	3000	Commercial construction permit application.
Stockton	No. 3 66-72	..	E. F. Peffer	..	..	Commercial construction permit application. No power specified.

COLORADO

Denver	No. 2 60-66	..	National Broadcasting Co.	4000	2000	Commercial construction permit application.
Denver	No. 3 66-72	..	KLZ Broadcasting Co.	..	..	Commercial construction permit application. No power specified.

Denver — Note: The National Broadcasting Co.'s application for a commercial construction permit has been withdrawn.

Location	Channel MC	Call Letters	Licensee	Visual-Aural Power (Watts)		Remarks
CONNECTICUT						
Hartford	No. 7 102-108	..	The Travelers Broadcasting Service Corp.	..	..	Construction permit for commercial station. No power specified.
Greenfield Hill	No. 8 162-168		The Connecticut Television Co.	..	..	Commercial construction permit application. No power specified.
DISTRICT OF COLUMBIA						
Washington	No. 1 50-56	W3XWT	Allen B. DuMont Laboratories, Inc.	4000	2000	Experimental construction permit expired. Applications for reinstatement and conversion to commercial status.
Washington	No. 2 60-66	WNEW	National Broadcasting Co.	4000	2000	Commercial construction permit reinstatement application.
Washington	No. 4 78-84	..	Philco Radio & Television Corp.	..	..	Commercial construction permit application. No power specified.
Washington	No. 4 78-84	..	Bamberger Broadcasting Service	..	..	Commercial construction permit application. No power specified.
Washington	No. 6 96-102	..	Capitol Broadcasting Co.	..	..	Commercial construction permit application. No power specified.
Washington	No. 8	..	MGM-Loew's Pix Corp.	..	..	Commercial television application.
FLORIDA						
Jacksonville	No. 1 50-56	..	Jacksonville Broadcasting Corp.	.	..	Commercial construction permit application. No power specified.
ILLINOIS						
Chicago	No. 1 50-56	W9XZV	Zenith Radio Corp.	1000	1000	Licensed experimentally. Commercial construction permit expired, call letters WTZR. Application for reinstatement seeking indefinite extension of commencement and completion dates.
Chicago	No. 1 50-56	..	National Broadcasting Co.	4000	2000	Commercial construction permit application.
Chicago	No. 2 60-66	WBKB	Balaban & Katz Corp.	4000	2000	Licensed commercially.
Chicago	No. 2 60-66	W9XBK	Balaban & Katz Corp.	4000	2000	Licensed experimentally.
Chicago	No. 4 78-84	W9XCB	Columbia Broadcasting System	1000	1000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.
Chicago	No. 4 78-84	..	WGN, Inc.	..	..	Commercial construction permit application. No power specified.
Chicago	No. 8 162-168	..	Blue Network Co., Inc.	..	..	Commercial construction permit application. No power specified.
Chicago (Portable-Mobile)	No. 11-12 204-216	W9XBT	Balaban & Katz Corp.	40	None	Licensed. Television relay pick-up station used with WBKB and W9XBK.
Chicago (Portable-Mobile)	384-396	W9XBB	Balaban & Katz Corp.	10	None	Licensed. Television relay pick-up station used with WBKB and W9XKB.
Chicago	384-396	W9XPR	Balaban & Katz Corp.	10	None	Licensed. Research and development only.
Chicago	No. 7 ..	.. ..	Johnson Kennedy Radio Corp.	..	..	Commercial television application.
Chicago	.. ..	.. ..	Zenith Radio Corp	..	..	Application for construction permit for experimental tele station.

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)		Remarks
			INDIANA			
West Lafayette	No. 3 66-72	W9XG	Purdue University	750	750	Experimental construction permit. Research and development only.
Fort Wayne	No. 3 66-72	..	Farnsworth Telecision & Radio Corp.	..	..	Experimental construction permit application. No power specified.
Fort Wayne	..	..	Farnsworth Television & Radio Corp.	..	..	Application for construction permit for experimental tele station.
Indianapolis	No. 2 60-66	..	P. R. Mallory & Co., Inc.	..	..	Experimental construction permit application. No power specified.
Indianapolis	No. 2 60-66	..	WFBM, Inc.	..	..	Commercial construction permit application. No power specified.
Indianapolis	Note: Application received by FCC from Indianapolis Broadcasting, Inc., Licensee of WIRE, Indianapolis, for commercial television station.					
Indianapolis	..	..	Capitol Broadcasting Corp.	..	..	Commercial television application.
			IOWA			
Iowa City	No. 1 50-56	W9XUI	State University of Iowa	100	None	Licensed experimentally. Research and development only.
Iowa City	No. 12 210-216	W9XUI	State University of Iowa	100	None	Licensed experimentally. Research and development only.
			LOUISIANA			
New Orleans	Loyola University, New Orleans, La., has now been assigned to Channel No. 6, 96-102 Megacycles.					
New Orleans	No. 1 50-56	..	Maison Blanche Co.	..	..	Commercial construction permit application. No power specified.
			MARYLAND			
Baltimore	No. 4 78-84	..	The Tower Realty Co.	..	..	Commercial construction permit application. No power specified.
Baltimore	No. 6 96-102	..	Jos. M. Zamoiski Company	..	..	Commercial construction permit application. No power specified.
Baltimore	No. 6 96-102	..	Hearst Radio, Inc.	..	..	Commercial construction permit application. No power specified.
Baltimore	No. 17-18 282-294	..	Hearst Radio, Inc.	.	..	Construction permit application for experimental relay station. No power specified.
Baltimore	..	..	Maryland Broadcasting Co.	..	..	Commercial television application.
			MASSACHUSETTS			
Boston	No. 5 84-90	..	Westinghouse Radio Stations, Inc.	..	..	Commercial construction permit application. No power specified.
Boston	No. 2 60-66	..	E. Anthony & Sons, Inc.	..	..	Commercial construction permit application. No power specified.
Boston	No. 2 60-66	..	The Yankee Network, Inc.	..	..	Commercial construction permit application. No power specified.
Boston	No. 4 78-84	..	Allen B. Du Mont Labs., Inc.	..	..	Commercial construction permit application. No power specified.
Boston	No. 1 50-56	WIXG	General Television Corp.	..	..	Construction permit application for experimental station. No power specified.
Waltham	..	..	Raytheon Co.	..	..	Construction permit application.

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)		Remarks
			MICHIGAN			
Detroit	No. 1 50-56	..	The Jam Handy Organization, Inc.			Commercial construction permit application. No power specified.
Detroit	No. 2 60-66	..	International Detrola Co.			Commercial construction permit application. No power specified
Detroit	No. 2 60-66	..	King Trendle Broadcasting Corp.			Commercial construction permit application. No power specified.
Detroit	No. 4 78-84	..	United Detroit Theatres Corp.			Commercial construction permit application. No power specified.
Detroit	No. 6 96-102	..	WJR, The Goodwill Station			Commercial construction permit application. No power specified.
Detroit	..	..	Detroit Evening News	..	..	Commercial television application.
			MINNESOTA			
Minneapolis	No. 4 78-84	..	Industrial Tool & Die Works, Inc.	5000	3000	Experimental construction permit application.
			MISSOURI			
St. Louis	No. 1 50-56	..	The Pulitzer Publishing Co.	..	..	Commercial construction permit application. No power specified.
St. Louis	No. 1 50-56	..	Globe-Democrat Publishing Co.	..	..	Commercial construction permit application. No power specified.
St. Louis	No. 4 78-84	..	ALFCO Co.	4000	2000	Commercial construction permit application.
			NEBRASKA			
Omaha	No. 1 50-56	..	Radio Station WOW, Inc.	..	..	Commercial construction permit application. No power specified.
			NEW JERSEY			
Camden	No. 5 84-90	Ex-W3XEP	Radio Corp. of America	30000	30000	Experimental license reinstatement application. Research and development only.
Camden (Portable-Mobile)	321-327	Ex-W3XAD	Radio Corp. of America	500	500	Experimental license reinstatement application. Research and development only.
Newark	No. 5 84-90	..	Bremer Broadcasting Corp.	..	..	Commercial construction permit application. No power specified.
Passaic	No. 4 78-84	W2XVT	Alle B. DuMont Labortories, Inc.	50	50	Licensed experimentally. Research and development only.
			NEW MEXICO			
Albuquerque	No. 1 50-56	..	Albuquerque Broadcasting Co.	3000	..	Experimental construction permit application. No aural power specified.
Albuquerque (Portable-Mobile)	No. 17-18 282-294	..	Albuquerque Broadcasting Co.	25	..	Construction permit application for television relay pick-up station.
Albuquerque	Note: Albuquerque Broadcasting Co. application for construction permit amended to read "Commercial station" instead of "Experimental station."					

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)		Remarks
			NEW YORK			
Buffalo	No. 1 50-56	. .	WEBR, Inc.	. .	. .	Commercial construction permit application. No power specified.
Jamaica	No. 3 66-72	. .	Jamaica Radio & Television Co.	250	. .	Experimental construction permit application. No aural power specified.
New York	No. 1 50-56	WNBT	National Broadcasting Co.	5000	3000	Licensed commercially.
New York	No. 2 60-66	WCBW	Columbia Broadcasting System	4000	4000	Licensed commercially with temporary facilities.
New York	No. 4 78-84	W2XWV	Allen B. DuMont Laboratories Inc.	1000	1000	Licensed commercially.
New York	No. 17	. .	MGM-Loew's Pix Corp.	. .	. .	Commercial television application.
New York	No. 4 78-84	WABD	Allen B. DuMont Laboratories, Inc.	4000	1000	Application for conversion of W2-XWV to commercial status.
New York	No. 6 96-102	W2XBB	Bamberger Broadcasting Service	4000	2000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.
New York	No. 8 162-168	W2XMT	Metropolitan Television, Inc.	1000	500	Construction permit on experimental basis expired June 30, 1944. Application for conversion to commercial status.
New York (Portable-Mobile)	No. 8 162-168	W2XBT	National Broadcasting Co.	400	None	Licensed. Television relay pick-up station used with WNBT.
New York	No. 9 180-186	. .	Philco Radio & Television Corp.	. .	. .	Commercial construction permit application. No power specified.
New York	No. 11 204-210	. .	News Syndicate, Inc.	. .	. .	Commercial construction permit application. No power specified.
New York (Portable-Mobile)	No. 11-12 204-216	. .	Philco Radio & Television Corp.	15	. .	Construction permit application for television relay pick-up station to be used with WPTZ and W3XE.
New York	No. 15 258-264	. .	Blue Network Co., Inc.	. .	. .	Commercial construction permit application. No power specified.
New York (Portable-Mobile)	No. 15-16 258-270	WIOXKT	Allen B. DuMont Laboratories, Inc.	50	None	Licensed. Television relay pick-up station used with W2XWV.
New York (Portable-Mobile)	No. 17-18 282-294	W2XBU	National Broadcasting Co.	15	None	Licensed. Television relay pick-up station used with WNBT.
New York (Portable-Mobile)	346-358	W2XCB	Columbia Broadcasting System	25	None	Construction permit for television relay pick-up station to be used with WCBW.
New York	Note: Jamaica Radio Television Co., Jamaica, L. I., N. Y. (formerly Radio & Television Co.). Construction permit for Experimental Television station to be operated on Channel No. 3 AMENDED to request Channel No. 13 (230000-236000 kilocycles, 100 watts (400 watts peak) for visual and 100 watts for aural, and change in name.					
New York	The Du Mont Television Station at 515 Madison Ave., N. Y. C., has now been granted a Commercial License. Call letters for Commercial station are WABD. License for experimental transmitter W2XWV is being retained to continue experimental work.					
New York			Columbia Broadcasting System	. .	. .	Construction permit application for experimental station to be operated on 401000 to 417000 kilo. No power and no channel specified.
Rochester	No. 1 50-56	.	Stromberg-Carlson Co.	. .	. .	Commercial construction permit application. No power specified.
Schenectady (T—New Scotland)	No. 3 66-72	WRGB	General Electric Co.	10000	3000	Licensed commercially.
Schenectady (Portable-Mobile)	No. 8 162-168	W2XGE	General Electric Co.	60	50	Licensed. Studio to transmitter link station used with WRGB.

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)		Remarks
Schenectady (Portable-Mobile)	No. 8 162-168	W2XI	General Electric Co.	50	None	Licensed. Television relay pick-up station used with WRGB.
White Plains	No. 13 230-236	..	Westchester Broadcasting Co.	..	..	Commercial construction permit application No power specified.

OHIO

Cincinnati	No. 1 50-56	W8XCT	Crosley Corp.	1000	1000	Experimental construction permit expired April 28, 1944. Application for extension of completion.
Cleveland	No. 1 50-56	..	National Broadcasting Co.	4000	2000	Commercial construction permit application.
Cleveland	No. 2 60-66	..	United Broadcasting Co.	..	..	Commercial construction permit application. No power specified.
Cleveland	No. 3 60-72	..	The WGAR Broadcasting Co.	..	..	Commercial construction permit application. No power specified.
Columbus	Note: Application received by FCC from Central Ohio Broadcasting Co. for commercial television station.					
Cincinnati	No. 7	..	Cinicinnati Broadcasting Co.	..	..	Commercial television application.

OKLAHOMA

Oklahoma City	No. 1 50-56	..	WKY Radiophone Co.	..	..	Commercial construction permit application. No power specified.

OREGON

Seattle	No. 1	..	Radio Sales Corp.	..	..	Commercial television apnlication.

PENNSYLVANIA

Philadelphia (T-Wyndmoor)	No. 3 66-72	WPTZ	Philco Radio & Television Corp.	10000	10000	Licensed commercially.
Philadelphia (T-Wyndmoor)	No. 3 66-72	..	Philco Radio & Television Corp.	10000	10000	Licensed experimentally.
Philadelphia	No. 5 84-90	W3XAU	WCAU Broadcasting Co.	4000	2000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.
Philadelphia	No. 4	..	Gimbel Bros.	..	..	Commercial television application.
Philadelphia	No. 6 96-102	..	The Philadelphia Inquirer, Div. of Triangle Publications, Inc.	..	..	Commercial construction permit application. No power specified.
Philadelphia	No. 7 102-108	..	WFIL Broadcasting Co.	..	..	Commercial construction permit application. No power specified.
Philadelphia	No. 7 102-108	..	Westinghouse Radio Stations, Inc.	4000	2000	Commercial construction permit applications.
Philadelphia	No. 7 102-108	..	Bamberger Broadcasting Service	..	..	Commercial construction permit application. No power specified.
Philadelphia	No. 9 180-186	..	WDAS Broadcasting Station, Inc.	.	..	Commercial construction permit application. No power specified.
Philadelphia	No. 18 288-294	..	Seaboard Radio Broadcasting Corp.	..	..	Commercial construction permit application. No power specified.
Philadelphia	Note: The Philadelphia Inquirer (Div. of Triangle Publications, Inc.) application for commercial construction permit has been amended to request Channel No. 4, 78000-84000 kilocycles, instead of Channel No. 6.					

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural (Power (watts)		Remarks
Philadelphia (Portable)	No. 13-14 230-242	W3XP	Philco Radio & Television Corp.	15	None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable Mobile)	No. 13-14 230-242	W3XPA	Philco Radio & Television Corp.	15	None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable Mobile)	No. 13-14 230-242	W3XPC	Philco Radio & Television Corp.	15	None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable Mobile)	No. 13-14 230-242	W3XPR	Philco Radio & Television Corp.	60	None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Pittsburgh	No. 1 50-56	..	Westinghouse Radio Stations Inc.	..	..	Commercial construction permit application. No power specified.
RHODE ISLAND						
Providence	No. 10 186-192	..	E. Anthony & Sons, Inc.	..	..	Commercial construction permit application. No power specified.
Providence	..	..	The Yankee Network	..	..	Commercial television application.
TENNESSEE						
Nashville	No. 1 50-56	..	J. W. Birdwell	..	..	Commercial construction permit application. No power specified.
TEXAS						
Dallas	No. 2	..	Bob O'Donnell's Interstate Circuit	..	..	Commercial television application.
UTAH						
Salt Lake City	No. 1 50-56	..	Intermountain Broadcasting Corp.	100	200	Experimental construction permit application.
Salt Lake City	No. 2 60-66	..	Utah Broadcasting Company	..	..	Commercial construction permit application. No power specified.
VIRGINIA						
Richmond	No. 3 66-72	..	Havens & Martin, Inc.	4000	3000	Commercial construction permit application.
WEST VIRGINIA						
South Charleston	No. 1 50-56	..	Gus Zaharis	200	110	Experimental construction permit application.
WASHINGTON						
Spokane	No. 1 50-56	..	Louis Wasmer, Inc.	..	..	Commercial construction permit application. No power specified.
WISCONSIN						
Milwaukee	No. 3 66-72	WMJT	The Journal Co.	4000	2000	Commercial construction permit expired Oct. 27,. 1942. Application for reinstatement seeking indefinite extension of completion date.
Milwaukee (Portable Mobile)	300-312	W9XCV	The Journal Co.	15	None	Television relay pick-up station construction permit expired. Application for reinstatement.

COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES • ACTIVITIES

WBKB

CHICAGO

CHANNEL 2

Frequency .....60000-66000 Kc.
Power .....4 Kw.; 2 Kw.
Effective Signal Radiated.....796
Owned-Operated By.....Balaban & Katz Corp.
Business Address.....190 N. State St.
Phone Number.....Franklin 5025
Transmitter & Antenna Location.190 N. State St.
Time on the Air....Monday and Wednesday, 3 to 4 p.m.; Tuesday, Thursday and Friday, 7:15 to 9 p.m.

Personnel

Chief Engineer.....A. H. Brolly
Four Technicians
Program Director.....Helen Carson
Ten Girls in the Program Department Who Operate Cameras and All Equipment.

FACILITIES

One studio, three camera chains (two for live talent and one for film), one mobile unit for outdoor pickups (not being used for the duration).

ACTIVITIES

News, fashion shows, sports (indoor) such as judo, fencing, boxing; dramatic shows; musical comedies; operettas; music and variety acts such as ventriloquists, puppets, marionettes, magicians, etc.; quiz shows; educational; lessons in dancing, Spanish, exercises for health and beauty.

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W9XZV
W9XCV

CHICAGO

CHANNEL 1
(Experimental)

Frequency: 50000-56000 Kc.; Power: Sight and Sound, 4500 Watts
Effective Radiated Signal.....1270
Owned-Operated By.....Zenith Radio Corp.
Business-Studio Address....6001 Dickens Ave.
Phone Number.....Berkshire 7500
Transmitter & Antenna Location.....135 S. LaSalle St.
Time on the Air.....Unlimited license

Personnel

President.....E. F. McDonald, Jr.
Asst. Vice-President.....J. E. Brown

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W6XYZ

HOLLYWOOD

(Paramount Studio Lot)
CHANNEL 4

Frequency: 78,000-84,000 Kc.; Power: Visual, 1,000 W; Oral, 1,000 W.
Owned-Operated By....Television Productions, Inc..
Business Address.....5451 Marathon St., Hollywood 38
Phone Number .....Hollywood 2411
Transmitter and Antenna Location, 5451 Marathon St., Hollywood 38
Time on the Air.....Six Hours Per Week

Personnel

President .....Paul Raibourn
Vice-President .....Bernard Goodwin
Vice-President.....Y. Frank Freeman
Station Director .....Klaus Landsberg

FACILITIES

Equipment includes complete apparatus for studio as well as field operation. Cameras and transmitters were built by Allen B. DuMont Laboratories, Inc. and many additional units, including electronic special-effect equipment, were designed and built by Television Productions, Inc. A relay transmitter, W6XLA, to operate in conjunction with W6XYZ, was also developed and constructed by the company. A special antenna system combining a double-cone type of antenna for video and a special four di-pole antenna for audio of its own design and construction are used. Studio facilities also include a flexible lighting arrangement, slide and background projection apparatus and screens.

ACTIVITIES

W6XYZ has operated regularly since February 1, 1943, each Wednesday and Friday night and has been producing a weekly total of four to six hours of live-talent programs. These programs were entirely dedicated to the training of Civilian Defense volunteers until the summer of 1943, since which time entertainment as well as educational programs have been

aired. These programs include gymnastic courses, museum visits, variety shows, dramatic skits and one-act plays. Technical development has been directed toward improvement and simplification in the operation of present equipment as well as to the design and construction of special effects and relay equipment.

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KTSL

LOS ANGELES (HOLLYWOOD)— EST. 1931

CHANNEL 1

Frequency .....50000-56000 Kc.
Power: Sight, 4000 Watts; Sound, 2000 Watts
Effective Signal Radiated 5600
Owned-Operated By.....Don Lee Broadcasting System
Business Address.....5515 Melrose Ave., Hollywood 38
Phone Number .....Hollywood 8255
Transmitter & Antenna Location....3800 Mount Lee Drive
Time on the Air.....Alternate Mondays, 7 to 10 p.m.

Personnel

President .....Thomas S. Lee
Vice-President and General Manager .....Lewis Allen Weiss
Technical Director of Television .....Harry R. Lubcke
Assistant Technical Director of Television.....Harry W. Jury
Television Engineer.....William S. Klein
Television Engineer.....Gilbert P. Wyland
Television Engineer.....Joseph N. Dean
Television Engineer.....Fred W. Mueller
Television Producer .....Jack Stewart
Film Director.....Marjorie Campbell

FACILITIES

SYSTEM IN USE: 525 line 30-60 frame F.C.C., Standard, all electronic cathode-ray. Horizontal Polarization. Three Studio Cameras and film equipment. Two cameras of Orthicon type. Complete 100 ft. square two story television building housing one 100 ft. x 60 ft. x 30 ft. television stage, one 46 ft. x 26 ft. x 16 ft., stage, monitor, film, transmitter, makeup, and lounge rooms, offices, shop, transformer vaults, etc. Three hundred foot tower, antenna elevation 2000 ft.

K6XDU (experimental television relay station operating with KTSL) operates on 324 megacycles and is a beam relay type television transmitter used for outside pickups.

An uninterrupted schedule of television programs has been maintained since 1943, largely directed to bolster public morale in the War Effort. Specially written and produced dramas have been televised with living actors in the interests of the Red Cross Blood Donor appeals, War Bonds, USO entertainment and many others. Vaudeville shows have also been televised in which well-known Hollywood talent has appeared.

The Pasadena Community Playhouse and other organizations have presented plays such as Ibsen's "Master Builder," "Alice in Wonderland" and others.

Film subjects have included cartoons from Walt Disney and others, OWI war films, shorts, musicals, and occasionally a feature.

RECEIVERS: There are some 400 television receivers in the service area of W6XAO, some as far as Pomona at 35 miles away, a number in Long Beach at 25 miles away and many in cities at lesser distance. The predominant commercially manufactured television receiver is the TRK12 or 120 of RCA. There are some RCA TRK9, and approximately 50 TT5 RCA television receivers. A number of the latter are operating satisfactorily in Long Beach at 25 miles from W6XAO. Other commercially manufactured television receivers are the local Gilfillan G12 which is an equivalent to the RCA TRK12 and utilizes a 12-inch cathode ray tube, some Dumont 12 and 20-inch tube television receivers, the General Electric 12's and 9-inch receivers, and the Stromberg-Carlson and Stewart-Warner 12 and 9-inch receivers.

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WMJT

MILWAUKEE

CHANNEL 3
(C. P. Only)

Frequency: 66000-72000 Kc.; Power: Sight, 4180 Watts; Sound, 3350 Watts
Effective Radiated Signal 1200
Owned-Operated By.....The Journal Co.
Business-Studio Address.....720 East Capitol Drive
Phone Number .....Marquette 6000
Transmitter & Antenna Location.....720 East Capitol Drive

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WABD

NEW YORK CITY

CHANNEL 4

Frequency .....78000-84000 Kc.
Power...Sight, 4000 Watts; Sound, 1000 Watts
Owned-Operated By.....Allen B. Du Mont Laboratories, Inc.
Business-Studio Address....515 Madison Ave., New York City
Phone Number.....PLaza 3-9800
Transmitter and Antenna Location.....Same
Time on the Air.....7½ Hours Weekly, Tuesday, Wednesday and Sunday evenings

Personnel

President.....Allen B. Du Mont
General Manager.....Samuel H. Cuff
Asst. Gen. Mgr.....Robert F. Jamieson
Chief Engineer.....Sal Patreimo
Chief Operating Engineer.....Morris Barton

FACILITIES

The 160-foot tower of WABD atop a 42-story building raises the antenna to 650 feet above sea level. Covering a service range of 35 to 50 miles, the station has regular viewers as distant as 100 miles. It is completely equipped by Du Mont Laboratories. WABD has two studios for live talent shows as well as film-projection facilities. It operates on a commercial license.

ACTIVITIES

This outlet serves not only as a commercial telecast service but also as a laboratory for practical experience. Engineering, programming and advertising sponsorship aspects of television broadcasting are being worked out in actual practice. Broadcasters, engineers, producers, performers, advertisers, advertising men and others interested in television have been granted use of station facilities.

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WCBW

NEW YORK CITY

CHANNEL 2

Frequency: 60000-66000 Kc.; Sight, 61250; Sound, 65700
Owned-Operated By...Columbia Broadcasting System
Business Address.....485 Madison Ave.
Phone Number .....WIckersham 2-2000
Studio Address.....15 Vanderbilt Ave.
Transmitter & Antenna Location.....Chrysler Building
Time on the Air.....Thurs. & Fri., 8-10 p.m.

Personnel

Manager .....Worthington Miner
Program Director .....Gilbert Seldes
Chief Engineer.....Dr. Peter C. Goldmark
Production Manager.....B. F. Feiner, Jr.
Publicity Director.....James Kane

ACTIVITIES—1944

On May 5, 1944, CBS Television returned to a schedule of two hours a week of live television operations. Three weeks later it expanded its schedule to four hours a week.

This schedule, with an emphasis upon the development of new program patterns, is being maintained through the year 1945.

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WNBT

NEW YORK CITY

CHANNEL 1

Frequency: 50000-56000 Kc. (Sight, 51250; Sound, 55750); Power: Sight, 5000 Watts; Sound, 3250 Watts
Effective Signal Radiated 1800
Owned-Operated By.....National Broadcasting Co.
Business Address.....30 Rockefeller Plaza
Phone Number .....Circle 7-8300
Studio Address.....30 Rockefeller Plaza
Transmitter & Antenna Location.....Empire State Bldg. Tower
Time on the Air...Full time commercial license

Personnel

NBC Vice-President, in Charge of Television.....John F. Royal
NBC Vice-President & Chief Engineer.....O. B. Hanson
Eastern Sales Manager.....Reynold R. Kraft
Business Manager.....John T. Williams

ACTIVITIES

Still limited by the shortage of engineering talent and the necessity to conserve existing equipment, NBC, nevertheless, considerably increased its program service during 1944. In October, the Network's television station added to its regular schedule boxing bouts from Madison Square Garden on Friday night. During that same month, WNBT also started picking up as a regular Tuesday night feature the wrestling matches from St. Nicholas Arena. In the latter part of the year, NBC broadcast many live talent programs from its newly opened television studio 3-H in Radio City.

Planned operations for the early part of 1945 include live talent telecasts as a regular Sunday night feature. It is expected that WNBT will be on the air five days a week, broadcasting about 10 hours per week.

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WPTZ

PHILADELPHIA

CHANNEL 3

Frequency: 66,000-72,000 Kc.; Sight, Approximately 2½ Kw.; Sound, Approximately 3 Kw.
Effective Signal Radiated...Approximately 335
Owned-Operated By.....Philco Radio & Television Corp.
Business Address.....Tioga and C Sts.
Phone Number .....Nebraska 5100
Transmitter & Antenna Location...Wyndmoor, Pa.
Time on the Air: Monday, Wednesday & Friday evenings, 7:45-9:45; Experimental W3XE, Monday through Friday afternoons, 1:30-2:30.

Personnel

Chief Television Engineer.....F. J. Bingley
Station Manager .....Walter Merkle
Program Director .....Paul Knight

WRGB

SCHENECTADY, N. Y.

CHANNEL 3

Frequency: 66000-72000 Kc.; Power: Visual, 40,000 Watts, Oral, 20,000 Watts
Owned-Operated By.....General Electric Co.
Effective Signal Radiated 3100
Business Address.....L River Road
Phone Number 4-2211
Transmitter & Antenna Location.....New Scotland, N. Y.
Time on the Air.....Nine Hours Weekly

Personnel

Vice-President and Manager of Broadcasting.....Robert S. Peare
Assistant Manager.....B. J. Rowan
Manager.....G. E. Markham
Program Manager.....Hoyland Bettinger
Chief Engineer.....W. J. Purcell

FACILITIES

Technical facilities of Station WRGB include a direct pickup studio for live talent productions, located at 60 Washington Ave., Schenectady. It is fitted with five camera channels. A film scanning room has two cameras and three motion picture projectors—two for 35 mm. and one for 16 mm. films. Film slide, lantern slide and projectors of small opaque pictures and objects are also available.

Signals from the WRGB transmitter, located in the Helderberg mountains, New Scotland, N. Y., near Schenectady, are received over a service area with a radius of approximately 50 miles, which includes the Troy-Albany-Schenectady area.

WRGB claims the first television relay station, picking up programs from NBC in New York City, 129 miles away, and relaying them to the Capitol district area. A minimum weekly program service of nine hours is offered viewers in the area.

ACTIVITIES

During 1944 WRGB's program activities have been varied. Among the programs various types have been tried, including a bridge game by champions, dog shows, boxing and wrestling matches, barn dances, Shakespearean plays, Gilbert and Sullivan operettas, modern comedies, news reporters and analysis. Several commercials have also been presented by the station during the past year.

FOR QUALITY
AP !

Television Allocations

BASED on hearings held before the FCC from late last summer to the year end, the Commission proposed that television and FM channels be reshuffled. Whether television should stay "downstairs" or go "upstairs" was one of the most controversial questions discussed at the allocation hearings.

In order to permit the development of a system for color pictures and higher definition monochrome pictures through the use of wider channels, the Commission proposes space for experimental television between the 480 *and* 920 *mc in the ultra high frequency portion of the spectrum.*

Commercial television is permitted to remain roughly where it is in the lower part of the spectrum. Specifically, it now has 18 *channels six mc wide at intervals from* 50 *to* 294 *mc. The new allocation gives it six channels, also six mc wide, from* 44 *to* 84 *mc and six from* 180 *to* 216 *mc. This gives television the same number of channels—*12*—below* 225 *mc as heretofore. No additional frequencies can be assigned to television between* 225 *and* 300 *mc because all these frequencies are required for Government services.*

Interests representing FM decried the Commission's proposals and additional hearings were scheduled for Feb. 28, 1945, *wherein the FCC would be open to argument on its proposals made earlier. Decision resulting from this hearing was expected to be made known possibly by spring.*

The proposals made by the FCC regarding television and made public Jan. 15, 1945, *follow:*

Commission's Proposals

The Commission is fully convinced that by virtue of the recent developments in the electronic art, a wide channel television broadcasting system, utilizing frequencies above 400 mc, can be developed, and the transmission of higher definition monochrome pictures and high definition color pictures achieved.

The Commission is also convinced that all of the improvements that have been made possible in the transmission and reception of monochrome pictures by recent developments in the electronic art cannot be utilized in the 6-mc television channel. However, the Commission does not believe that broadcast service to the public through the use of a 6-mc channel, with the improvements presently available over pre-war developments, should be abandoned and commercial television held in abeyance until a wide channel system in the ultra-high frequencies can be developed and proven. Therefore, we have endeavored to assign to television broadcast as many 6-mc channels below 300 mc as possible in the light of the needs of other services for frequency space in the same part of the spectrum.

Six Channels

We find that there can be made available to television broadcasting, six channels between 44 and 84 mc and six channels between 180 and 216 mc. It will be noted that the frequencies between 225 and 300 mc could not be considered for television broadcasting because all these frequencies are required for government services, and hence the six channels formerly assigned to television in this portion of the spectrum must necessarily be deleted. It will be further noted that

television has been allocated the same number of channels—12 channels—below 225 mc as previously were allocated to that service, but that due to the demands of other services, it was not possible to provide any additional channels for television below 225 mc. It should also be noted that old television channel Number 7 (102-108 mc) is left unassigned at this time and that before making an assignment the Commission will give due consideration to the requirements of television. It is urged that manufacturers of television receiving sets include this band.

The table below shows the 12, 6-mc channels that have been assigned to television broadcasting:

Channel No	Megacycles
1	44 to 50
2	54 to 60
3	60 to 66
4	66 to 72
5	72 to 78*
6	78 to 84
7	180 to 186
8	186 to 192
9	192 to 198
10	198 to 204
11	204 to 210
12	210 to 216

Television channels 7 through 12 (180-216 megacycles) will be available temporarily for television relay purposes until such time as these facilities are required for television broadcasting.

On the basis of the foregoing allocations, it will be possible to authorize seven television stations in one city if the need therefore is shown. Four of these stations can be assigned in the six channels below 100 megacycles and the other three in the six channels available between 180 and 216 megacycles.

The portion of the spectrum between 480 and 920 mc (less 508-524 mc temporarily) has been made available for experimental television. The space between 1225 and 1325 mc has been assigned for television relay stations to be used by "pick-up" stations for relaying program material to the main television station for broadcasting. In addition, frequencies between 480 and 920 mc will be available for this type of service until they are needed for television broadcasting. The determination of the channel width to be used must wait until the channel requirements of the equipment developed are known.

The testimony indicates that sky-wave interference may be a problem with television broadcasting on the lower frequency channels assigned to this service. It was impossible because of the demands of other services, to find 12 television channels between the part of the spectrum which is believed free of sky-wave interference and 225 mc. Therefore the use of the lower frequency channels appeared to be the only solution. However, should this skywave interference develop, the six channels above 180 mc offer a possible means for alleviating this interference, in that these channels, in time, can be employed for the higher-powered stations, and the low frequency channels reserved for stations that can utilize a limited power for rendering a satisfactory service.

Color Provisions

In order that a television broadcast system may be developed for the transmission of color pictures and superior monochrome pictures through the use of wider channels, the space between 480 and 920 mc (less 508-524 mc temporarily), has been made available for experimental television. The time which may elapse before a system can be developed to operate on wider channels in these ultra-high frequencies is indefinite and primarily dependent upon the resourcefulness of the industry in solving the technical problems that will be encountered. In this portion of the spectrum it is contemplated that the Commission will license the entire band between 480 and 920 megacycles for experimental television and will not designate any particular channels. Applicants desiring to operate in this portion of the spectrum should consult with the Chief Engineer as to the exact frequency band they should utilize.

It is the hope of the Commission that all persons interested in the future of television will undertake comprehensive and adequate experimentation in the upper portion of the spectrum. The importance of an adequate program of experimentation in this portion of the spectrum cannot be over-emphasized, for it is obvious from the allocations which the Commission is making for television below 300 megacycles that in the present state of the art the development of the upper portion of the spectrum is necessary for the establishment of a truly nation-wide and competitive television system.

Space Demand Great

As has been stated in other portions of this report the demand for space in the spectrum is so great that each sta-

tion and service is expected to make the best usage of its facilities and one of the underlying principles is that where within a reasonable time a particular station or service has not made full usage of its assigned or allocated facilities consideration would be given to the needs of others. Cognizance is taken of the fact that even a single television channel requires more spectrum space than is assigned to all the stations of some other services. Therefore, while television stations will be licensed as at present on an unlimited time basis, if after a reasonable period licensees are not using the facilities sufficient to warrant an unlimited assignment, consideration will be given to applicants for all or part of the time.

In order further to conserve facilities, the Commission, in the case of Television Channels 1, 2, 3, 4, 5, 9, 10, 11, and 12, proposes that provisions may be made for the operation of non-governmental fixed or mobile services on these channels upon a proper showing of need and that these channels may be shared on a non-interfering basis. Similar provision is being made for the sharing of Television Channels 7 and 8 with governmental fixed and mobile services.

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* *Arrangements must be made for the removal of the aviation markers centering on 75 mc. before this band will be available for television.*

★ ★ ★ Theater Television ★ ★ ★

THE proposed use of radio for theater television is intended to provide facilities whereby news, sporting events, operas, and other events can be televised and shown to the general public on large-size screens such as are normally used in motion picture theaters. It was claimed at the hearing that the motion picture industry has a definite and legitimate interest in television, since the industry is in the business of producing popular entertainment and presenting news through visual and aural means. It was estimated that over 85 million persons attended motion picture theaters weekly, and that the industry has a gross annual income of approximately $1,600,000,000 (Tr. 3713-3716).

It was stated that the major companies in the motion picture industry have indicated that, at the end of the war, or as soon as wartime requirements permit, they will begin experimentation with the production and exhibition of theater television programs in specific local theaters, and with the transmission of such programs, to theaters in distant cities. Certain experiments were conducted prior to the war which indicated that theater television might be feasible. Large screen theater television on 15 x 18 ft. screens were shown in London during the year 1939, and were subsequently demonstrated experimentally in two theaters in New York City in 1941 on screens 15 x 20 ft. Further experimentation with theater television was discontinued after the entry of the United States into the war (Tr. 3715).

The witness for theater television was Mr. Paul J. Larsen (Tr. 3711-3755), who appeared on behalf of the Society of Motion Picture Engineers.

The number of channels requested was predicated on the possible demand for service in New York City. It was claimed that there were 42 competitive theatrical agencies in operation; however, it was believed that because of economic factors, only 25 of the 42 agencies could afford to enter the theater television field. For the initial postwar period experiments in theater television, it was recommended that frequency allocation be made for 15 producing or exhibiting agencies in an area such as New York City, each agency to produce and distribute one theater television program to specific local theaters and to relay this program to specific distant theaters. This would require three classes of stations or services, a follows:

1. Intra City Studio Transmitter Station:

   (a) 1 fixed studio to transmitter channel (point-to-point).

   (b) 1 clear mobile channel (remote pickup).

2. Intra City Multiple Addressee Station:

   1 clear channel for private multiple-directive transmission from a single transmitter to a group

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of specific addressees within the service area of the transmitter.

3. Inter City Relay:

1 channel to interconnect cities, for transmission of theater television programs simultaneously from a number of specific multiple address stations to a specific theater or theaters in different cities.

The requests for frequencies for theater television service include a total of 1500 megacycles in 75 20 megacycle channels as follows:

1. 8 contiguous 20 mc. clear channels or a band of 160 mc. from 600 to 760 mc.

2. 7 contiguous 20 mc. clear channels or a band of 140 mc. from 860 to 1000 mc.

3. 15 contiguous 20 mc. clear channels or a band of 300 mc. from 1900 to 2200 mc.

4. 15 contiguous 20 mc. clear channels or a band of 300 mc. from 3900 to 4200 mc.

5. 30 contiguous 20 mc. clear channels or a band of 600 mc. from 5700 to 6300 mc.

Postwar Presentation

It was stated that theater television in the immediate postwar period would undoubtedly be presented to the public in monochrome, possibly using the present television standard of 525 line definition. It was also claimed that improved picture quality in monochrome comparable to 35 millimeter motion picture film, and also the addition of color will undoubtedly be required if theatrical television presentations are to meet with public acceptance on a basis comparable with present motion picture film presentations. It was claimed that for a transmission of monochrome television, a band width of 20 megacycles would be required which would be suitable for 525 to 800 line definition. For monochrome of higher definition and for color transmission, a channel width of 40 megacycles would be required. This would permit a definition in monochrome comparable to the present 35 millimeter film definition and for three-color transmission of approximately 750 line definition. It was stated that ultimately the theater industry would employ highly directive antennas and then would not require any frequencies below 10,000 mc. except in very rare cases where the terrain, for instance, would make it impossible to use frequencies above 10,000 mc. However, since it was questionable whether such transmitting and receiving equipment would be available immediately in the postwar period, requests were made for frequencies below 10,000 mc. in order to permit immediate experimental operation of the proposed service (Tr. 3725-3732).

No Specific Allocation

Since theater television is still in the experimental stage of development, the Commission does not propose to allocate any specific frequencies at this time. However, the Commission will give consideration to applications for experimental authorization involving transmissions, including studio to transmitter, remote pickup, and intracity multiple address stations, on the frequencies between 480 and 920 megacycles allocated to broadcasting on the basis that the use of these frequencies will be discontinued when needed for the broadcast service. In addition, experimentation with intra- and intercity relay of theater television programs may be authorized in the following bands of frequencies, namely, 1900-2300, 3900-4550, 5750-7050, 10500-13000, 16000-18000, and 26000-30000 megacycles, as discussed in section 19 of this part.

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Functions

Founded Jan. 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects, as stated in the by-laws, are "to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association."

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TELEVISION FACTS AND FIGURES

PROBABLY destined to go down in history as the most revolutionary contribution to the field of entertainment of our time, television will also have its place in public service and education. Facts and figures given below are presented from the general viewpoint rather than the technical side, in order to reflect the activity in this new art form during the past year.

NINE commercial television stations are now operating in the United States: three in New York City; two in Chicago; one in Schenectady; one in Philadelphia; two in Hollywood.

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112 applications for television stations were pending before the Federal Communications Commission in Washington as of March 15, 1945.

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27 stations licensed to conduct experimental television broadcasting are now operating in the United States.

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Cost of postwar television receivers will range from $150 for the smaller projected image models to $750 for de luxe receivers which will include AM and FM radio in their cabinets.

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First television network was established the past year linking stations in Philadelphia, New York and Schenectady.

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Estimated cost of television station equipment (pre-war cost basis) range from $250,000 to $300,000 and includes studio, equipment, field pickup equipment, installation, sound, lighting, etc.

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Paramount problem of television at the moment appears to be production with two schools of thought on "live" and film video shows.

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Television Broadcasters Association, with a membership of 38 companies associated with the industry, is the leading trade organization.

•

Experts forecast use of relay or booster stations in development of television networks.

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Several eastern seaboard organizations are experimenting with networks. These include General Electric, International Business Machine, Raytheon, American Telephone and Telegraph Company and Radio Corporation of America.

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Leading advertising agencies have established television departments but regard video programming at this time as having only experimental value.

Industry is awaiting final allocations of FCC and end of war for immediate commercial development of video.

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Labor troubles right now loom as the drawback of the immediate future, with the AFM already making it tough on the use of musicians and other organizations preparing jurisdictional disputes.

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Theater tele may well be on a subscriber basis so that special programs and events will go to those who subscribe only.

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Programming in television was and is active in the five centers actively engaged in experimental and commercial television. Desire for experience and finding out what not to do is one of the chief objects at present.

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Estimated that there are some 7,500 television receivers extant, of which 5,000 are in the New York metropolitan area. Not a few sets have been placed in veteran hospital convalescent wards.

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Major sports have been televised with unusual success, especially football and boxing. Wrestling has already proved itself one of the easiest to televise and one of the most entertaining shows for the televiewers.

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That color television is on the way, is now not denied in any quarter; it is agreed however that it will take quite a while yet before it is perfected.

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At least five companies have announced their intention of providing television relay facilities after the war. The relay system has proven itself satisfactory more ways than one and for the past five years has carried television programs from New York to Schenectady, a distance of more than 150 miles.

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That the television special event source will be and is right now plentiful, was indicated in a survey which revealed nearly 50 auditoriums and arenas, also various cultural centers in New York alone where tele programs could be picked up, with a large ready-made audience. In the Los Angeles area, 16 seasonal events suitable for tele pick-up, and more than 25 events that take place regularly each year. All these are of national interest. Chicago and other tele centers to-be have equally strong prospects.

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Curiosity centers on what the British are doing in television and just how far they were advanced at the beginning of the war and just where they have taken up. In Paris, 1000-line tele was reported by various Americans who have been abroad.

•

Giant strides forward are expected in television as a result of electronic research for the war effort and uses of tele by the military, still a guarded secret as to its development, but generally acknowledged to hold the key opening the door toward perfection.

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MONTHLY. 11 W. 42nd St., New York, N. Y. Phone, PEnnsylvania 6-3265. Editor and Publisher, Manuel Rosenberg; Managing Editor, L. M. MacMillan. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. Peppy Adams, Sec'y. The Advertiser carries articles on radio relative to the advertising field. There is also an annual, MARKETS OF AMERICA, presenting a compilation of market articles, each written by an advertising or agency executive expert in the market he discusses.

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Advertising Age

WEEKLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York 18, N. Y., Phone, BRyant 9-6431; 1226 National Press Bldg., Washington 4, D. C. Phone, REpublic 7659. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

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Advertising & Selling

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Company, Inc. President, J. H. Moore; Vice-President, Treasurer, and Editor, F. C. Kendall; Managing Editor, Parker James; Advertising Manager, John G. Tinsley; Eastern Advertising Manager, Lloyd Cain. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago, Ill., William R. Joyce, Western Manager; 714 West Olympic Blvd., Los Angeles, Cal., Ned Brydone-Jack, Pacific Coast Representative; 915 Olive St., St. Louis 1, Mo., A. D. McKinney, Southern Representative. Interpretation of major trends in the operation of radio advertising from the point of view of network, agency and sponsor.

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The Billboard

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Managing Editor, R. S. Littleford (Cincinnati); Leonard Traube, Editor, on leave with Armed Forces; Jos. Koehler, Acting Editor; Radio Editor, Lou Frankel (New York); President-Treasurer, E. W. Evans; General Manager, W. D. Littleford; General Manager, Eastern Division, Joseph Caida; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Caida, General Manager; 1509 Vine St., Hollywood, Calif., Sam Abbott, Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of broadcasting.

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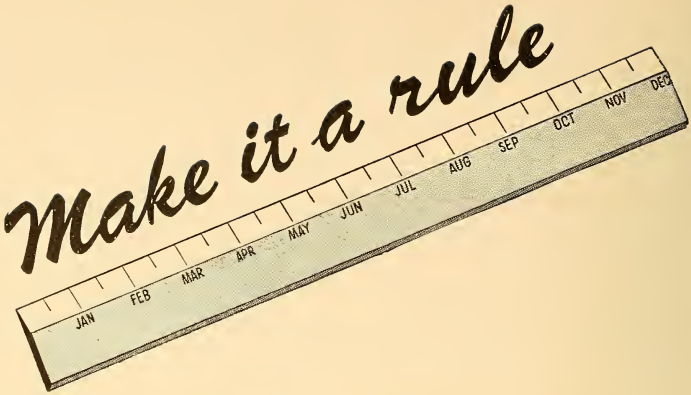
Broadcasting—Broadcast Advertising

WEEKLY. National Press Bldg., Washington 4, D. C. Phone, MEtropolitan 1922. Editor & Publisher, Sol Taishoff; Editorial Director, Robert K. Richards; Business Manager, Maury Long; Circulation Manager, Bernard Platt. BRANCH OFFICES: 250 Park Ave., New York 17, N. Y., PLaza 5-8355, Bruce Robertson, N. Y. Editor; 360 N. Michigan Ave., Chicago 1, Ill., Central 4115, Florence Small, Chicago, manager; 1509 N. Vine Street, Hollywood 28, Calif., Gladstone 7353, David Glickman, Hollywood correspondent; 417 Harbour Commission Bldg., Toronto, Canada, Elgin 755, James Montagnes. Trade journal of the broadcasting and broadcasting advertising fields.



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Canadian Advertising

QUARTERLY. 481 University Avenue, Toronto, Ont., Canada. Phone, Adelaide 9131. Manager, Alan C. Ball; Data Editor, Margaret M. White. Canadian Advertising lists information in regard to all media available to buyers of national advertising in Canada. Rates, circulation, mechanical requirements, etc. are incorporated in quarterly volumes with interim rate bulletins being mailed between issues. All types of media in Canada are fully listed in addition to advertising association personnel; a complete listing of Canadian Advertising Agency personnel and various advertising services functioning in Canada.

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Communications

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; General Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields. Editorial content features technical articles covering the entire communications field.

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Daily Variety

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, HOllywood 1141. President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

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Down Beat

FIRST and FIFTEENTH of each month. 203 North Wabash Ave., Chicago, Ill. Phone Andover 1712. Publisher, Glenn Burrs; Editor, Ned E. Williams; Advertising Manager, Ed Paro; Circulation Manager, Frank Miles. BRANCH OFFICES: RKO Bldg., New York, N. Y., CIrcle 7-4131, Rod Reed, N. Y. Editor; 748 N. Rampart Blvd., Los Angeles, Calif. Publishes news and pictures in the radio, dance and orchestra field.

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Editor and Publisher

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Robert U. Brown; Managing Editor, Jerry Walker; General Manager - Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Don Taylor; San Francisco, Harry Nelson; London, England, Vera Chandler; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields.

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Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell. Electronic Industries is published for all who design, produce, or operate radio and electronic equipment.

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Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Editor, Western (Chicago), Beverly Dudley; Washington Editor, G. T. Montgomery; Managing Editor, W. MacDonald; Associate Editor, John Markus; Assistant Editors, Vin Zeluff, Frank Haylock, Frank Rockett; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood; Research Manager, R. S. Quint. BRANCH OFFICES: 330 West 42nd St., New York, N. Y. Donald H. Miller, Harry R. Denmead; 1427 Statler Bldg., Boston, Mass., Ralph Flynn; 520 North Michigan Ave., Chicago, Ill., Charles Wardner, A. F. Tischer; 1510 Hanna Bldg., Cleveland, Ohio, Edward J. Smith; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 68 Post St., San Francisco, Cal., J. W. Otterson; 612 South Hope St., Los Angeles, Cal., Roy N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

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Film Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; Associate Publisher and General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk, 6425 Hollywood Blvd., Phone GRanite 6607; Washington Correspondent, Andrew H. Older, 841 Longfellow St., N. W., Phone, Taylor 0882; Chicago Correspondent, Joseph Esler, 6241 N. Oakley Ave. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news covering every phase of motion pictures as well as television and radio to the extent they concern the film field.

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FM and Television

MONTHLY. 511 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-2483. Editor-Publisher, Milton B. Sleeper; Assistant Editor, René Hemmes; Advertising Manager, William T. Mohrman. BRANCH OFFICES: 360 N. Michigan Ave., Chicago 1, Ill. Phone, State 4439, Marian Fleishman, Advertising Representative; 2989 Lincoln Ave., Altadena, Calif. Phone, Sycamore 7-2894, Milo Pugh, Advertising Representative. Devoted to the engineering, manufacture, installation, and use of FM and television equipment; includes semi-annual directories; and lists FM, AM, and television stations with names of managers and chief engineers.

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Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, HIllside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; General Manager, Thomas F. Seward; Manager of New York Office, Jack Harrison; Radio Editor, Joan Flynn. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, WIsconsin 7-2470; 504 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Pelayo 1, Barcelona; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

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Industrial Marketing

MONTHLY (Except 2 issues in October). 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher and Editor, G. D. Crain, Jr.; Managing Editor, W. Lane Witt. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. Eastern Editor, Halsey Darrow. This publication prints all available news stories about the use of radio by industrial marketers.

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Marketing

WEEKLY. 119 York Street, Toronto, Ont., Canada. Phone, Elgin 9137. Publisher, W. A. Lydiatt; General Manager, W. R. Campbell; Editor, John L. Love; Features Editor, Margaret Brown; News Editor, Betty Watford. Articles, statistics and news of interest to Canadian sales and advertising executives.

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Metronome

MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-4500. Editor, Barry Ulanov; Associate Editor, Leonard Feather; Gene Roderick, Advertising Manager; Gus Greiff, Assistant Advertising Manager; Phil Featheringill, Chicago Editor; Milt Benny, Los Angeles Editor. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields; radio, band, stage, show and record reviews, interviews and personality stories.

•

Motion Picture Daily

DAILY, except Saturdays, Sundays and holidays. 1270 Sixth Avenue, New York 20, N. Y. Phone, CIrcle 7-3100. President and Editor-in-Chief, Martin Quigley; Publisher, Colvin Brown; Executive Editor, Sherwin Kane; Secretary, T. J. Sullivan; Vice-President, Red Kann; News Editor, James P. Cunningham; Advertising Manager, Herbert V. Fecke. BRANCH OFFICES: 6305 Yucca Street, Hollywood, Calif., W. R. Weaver, Editor; 4 Golden Square, London, W1, England, Hope Burnup, Manager; 624 South Michigan Avenue, Chicago, Ill., Sam Honigberg, correspondent. Motion picture trade news, film reviews and columns; radio and television trade news and columns.

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Musical Digest

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-1124. Editor-Publisher, Pierre Key. THE MUSICAL DIGEST is a reader's digest of music. It publishes original articles and condensations of articles appearing in other periodicals, domestic and foreign.

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Music Trade Review

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-5842. Publisher, Alex H. Kolbe; Circulation Manager, B. Borin; Editor, Carleton Chace. Merchandising articles on selling pianos, records, phonographs, sheet music, etc. Complete monthly report on all latest happenings and developments in the piano and musical instrument industry.

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The Musician

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-5925. Editor, Nicholas deVore; Publisher, AMF Artist Service, Inc. General articles of fact and comment regarding music and musicians. Official magazine of the American Musical Fellowship and organization of educational philanthropic aims, representing the musical audience of America—as concerns good music, in distinction to the so-called popular or swing variety.

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Pan-American Radio

MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen. This publication is an organ of information concerning broadcasting and its problems as they relate to both North and South America. It is printed in three different languages, English, Spanish and Portugese in one and the same edition.

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Musical Advance

MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, CIrcle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber; Music critic, William Bradell. BRANCH OFFICES: 71A Park Mansion, Bampton Roads, S.W. 1, London, Charles G. E. Cahier; 10 Ave., Stephane-Mallarme, Paris, Natalie DeBogory; 6206 S. Evans, Chicago, Mathilda Ernestine; 1165 Francisco St., San Francisco, Myrtle Kahn Hillman, 1115 Hacienda Place, Los Angeles, Wm. G. Griffith; 1664 N. Bronson Ave., Hollywood, Anton Civoru; 3617 Idaho Ave., N.W., Washington, B. B. James, 616 Harbor Commission Bldg., Toronto, Canada, Margaret Pennell. Devoted to music, and is the only musical magazine bridging the gap between the serious musical magazine and the fan and the radio magazines. Recognized for years as among the elite of the musical publications in its class.

Musical America

EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, CIrcle 7-0520. Publisher, John F. Majeski; Editors, Ronald Eyer, Frances Eaton; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States and all foreign centers of interest to musicians, music lovers, music clubs and students.

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Musical Courier

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Russell Kerr. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Manager; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, Manager. Review of better class music programs throughout the world in each issue; comments on broadcast programs; features articles and interviews.

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Printers' Ink

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MUrray Hill 3-6500. Publisher, Printers' Ink Publishing Co.; President, C. B. Larrabee; Advertising Director, Henry W. Marks; Editor, G. A. Nichols; Exec. Editor, Robert W. Palmer; Managing Editor, Eldridge Peterson; Radio, Pat Murray. BRANCH OFFICES: 6 N. Michigan Ave., Chicago, Ill., Harold E. Green, Chicago Editor, and Gove Compton, Manager; 1722 Rhodes Haverty Bldg., Atlanta, Ga., H. F. Gogill, Manager; 1672 Walworth Ave., Pasadena, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

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Proceedings of the Radio Club of America

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; Editor, M. B. Sleeper. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.

We Are Justifiably Proud of our *"Associate Editors"* . . .

AMONG the many notable Advertising Executives who have written articles for past issues of the ADVERTISER and MARKETS of AMERICA are the famed Chairmen of the Association of National Advertisers and American Association of Advertising Agencies, respectively. We like to call them our "Associate Editors," for they have immeasurably enriched our editorial fare.

Like their many confreres, they have written pertinent articles of interest and lasting value to the men and women who read The ADVERTISER—the nation's advertising and merchandising executives and their advertising agency personnel.

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Proceedings of the I. R. E.

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; President, Hubert W. Turner; Vice-President, Ralph A. Hackbusch; Treasurer, Raymond A. Heising; Editor, Dr. Alfred N. Goldsmith; Secretary, Haraden Pratt; Advertising Manager, William C. Copp; William B. Cowilich, Assistant Secretary. The Proceedings is an engineering journal publishing technical papers on radio and allied subjects. Papers are published after review by three committees and the editor. Releases and other general news usually cannot be used, but new commercial literature of engineering interest is selected listed.

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Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; General Manager, Kenneth B. Warner; Editor, Clinton B. DeSoto; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton; Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to publication of technical data and the activities and developments in amateur radio.

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Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Associate Editor, Fred Shunamen. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, radio telephony, electronics, television, amateur radio, ham set construction, public address and facsimile, including servicing, trade news and technical descriptions.

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Radio World

WEEKLY. Published monthly at the present time because of shortage of paper.) 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; Publisher: Radio Publications Limited; Editor: Marcel Provost. RADIO WORLD is a combination of trade and fan paper, giving news, critics and photos of English-speaking radio artists and programmes.

Radio Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WIsconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Frank Burke; Managing Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Washington Correspondent, Andrew H. Older, 5516 Carolina Place, Phone, Ordway 9221; Chicago Correspondent, Bill Irvin, 4802 Dorchester Ave.; Phone, Oakland 4545. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

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Radiomonde

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; publisher: Radio Publications Limited; Editor: Marcel Provost. RADIOMONDE is a combination of trade and fan paper, giving news, critics and photos of French-speaking radio artists and programmes.

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The Parts Jobber

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-5842. Editor and Business Manager, Mal Parks. The Parts Jobber is edited exclusively for radio electronic parts wholesalers, their executives and salesmen. It endeavors to cover all merchandising trends, new product developments.

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Radio Life

WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, RIchmond 5262. Publisher, Carl M. Bigsby; Managing Director, Culbreth Sudler; Business Manager, Vinson Vaughan; Editor, Evelyn Bigsby; Radio Editor, Pearl Ralls. HOLLYWOOD OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEmpstead 2025. Radio Life carries complete logs for all Southern California stations, radio's weekly highlights, and a rotogravure feature section.

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Radio Mirror Magazine

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LExington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor,

OUR 62ND YEAR

METRONOME announces with great pride its entrance into its 62nd year of publication. During those 62 years, METRONOME has won the respect and confidence of the entire popular music industry by its consistently honest and accurate coverage of the field to which it has dedicated itself.

METRONOME today still stands alone as the most respected magazine in the popular music field and its honest and constructive band, record, radio and stage show reviews, as well as its accurate news reports and entertaining features are accepted and respected as Gospel by those in the field it serves.

METRONOME

119 WEST 57th STREET, NEW YORK 19, N. Y. SUBSCRIPTION—$2.50 PER YEAR IN U. S. A.

Jack Zasorin; Associate Editor, Belle Landesman. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; Manager, Lee Andrews, 8949 Sunset Blvd., Hollywood, Calif. Stories, news and pictures of stars and shows. Hollywood Correspondent, Elaine Osterman. Fictionizations of radio scripts, romantic fiction with radio background, biographies; Program listings.

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Radio News

MONTHLY. 540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 6100. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; Managing Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y. Executive Assistant, Charles R. Tighe; 1052 Earle Bldg., Washington 4, D. C., Fred Hamlin, Manager, 815 S. Hill St., Los Angeles 4, Calif., William L. Pinney, Manager. This publication is a technical magazine devoted to radio in war, including articles for the engineer, servicemen, dealer, recordist, experimenter and amateur.

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Radio & Television Retailing

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

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Radio-Television Journal Combined with Electric Appliance Journal

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-5842. Publisher, Kolbe Publications, Inc., Editor, Mal Parks; Managing Editor, Alex H. Kolbe; Technical Editor, George Duvall; Washington Editor, B. F. Holley; News Editor, Patricia McKee; Business Management Editor, Fred Merish; Canadian Editor, E. H. Cooke; Circulation Manager, Betty Borin.

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Radio and Television Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; General Advertising Manager, Sidney E. Davis. News of radio, electronic and television industries—non-technical. News covers personnel, merchandising and sales of manufacturers, wholesalers, distributors and retailers.

Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, W. P. Haynes; Secretary, J. M. Leckie; Treasurer, E. R. Romte. BRANCH OFFICE: 45 Richmond St., W., Toronto, Ont., Canada. Radiotime is a composite of individual Canadian radio station program schedules.

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Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

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Sales Management

SEMI-MONTHLY. 386 Fourth Avenue, New York 16, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merril V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 15 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern.

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Service Magazine

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Consulting Editor, Lewis Winner; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; General Manager, Paul S. Weil; Advertising Manager, F. Walen. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types

MUSICAL COURIER

World Authority on Music Since 1880

For 65 history-making years, the Musical Courier has reflected in text and picture the color, art, and glory of the world's opera houses and concert halls.

Today the Musical Courier, ever apace with the times, extends its editorial coverage to the broadcasting studios, in recognition of the cultural contribution of radio music.

As always, the Musical Courier remains a lively, vital exponent in all fields of music: opera, concert, symphony, ballet, recordings, radio, motion pictures.

Published on the 1st and 15th of the month; 20c a copy; $3.00 a year (20 issues). Canada $4.00, Foreign $4.50. Subscription includes all special issues.

PROFUSELY ILLUSTRATED

119 West 57th Street New York 19, N. Y.

of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television.

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Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago 1, Ill. Phone, Randolph 5616. Chairman of the Board, Walter E. Botthof; President, Richard A. Trenkmann; Exec. Vice-Pres. and Treas. C. Laury Botthof; Exec. Vice-Pres. in Charge New York Office, Albert William Moss; Vice-Pres., C. W. Doheny; Secretary, Howard E. Rogers; Vice-Pres., James M. Kelly. BRANCH OFFICES: 420 Lexington Ave., New York 17, N. Y., Phone, LExington 2-6611; 816 W. Fifth St. Los Angeles 13. Advertising rate service for publication and radio fields revised and issued monthly.

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Tide

SEMI-MONTHLY. 232 Madison Ave., New York 16, N. Y. Phone, AShland 4-3390. President and Publisher, Edwin F. Thayer; Editor, Reginald T. Clough; Radio Editor, J. Cameron Day; Vice-President, J. F. Weintz; Los Angeles Representative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Franklin 1040; O. F. Knoebber, Crosby Vininy, Elinor Zeigler, 607 South Hill St., Los Angeles, Calif., Vandike 7386, R. J. Birch & Co.; 300 Montgomery St., San Francisco, Calif., Douglas 4393, R. J. Birch & Co. Report radio news of interest to agency executive and advertisers.

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Tune In

MONTHLY. 30 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 5-8425. Published by D. S. Publishing Co. Publisher and Editor, Richard Davis; General Manager, V. C. Albus; Managing Editor, Lawrence Falkenburg; Executive Editor, Teresa Buxton; Associate Editors, Elba Lohman, Francigene Sheridan; Research Editor, Alton Brimmer. Publishes news and pictures of radio programs and personalities; schedules of important radio shows; interesting sidelights of radio including radio facts, humor and an overall picture of radio in general.

Television Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WIsconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mesereau; Frank Burke, Editor; Managing Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Bill Irvin. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. Published regularly as a supplement to RADIO DAILY. News and pictures of commercial television: comprehensive in its presentation of every new development in this field.

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The Televiser

QUARTERLY. 11 West 42nd Street, New York 18, N. Y., Phone, LOngacre 5-1683. Editor and Publisher, Irwin A. Shane. Journal of video production, advertising and operations, The Televiser features articles by experts relating to television problems of all kinds with special sections devoted to programming, production, television advertising and merchandising, operation and management, reviews, news and views.

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Television

MONTHLY. 600 Madison Ave., New York 22, N. Y. Editor and Publisher, Frederick A. Kugel; Assistant to the Publisher, Chas. R. Tighe, Jr.; Managing Editor, Thor Krogh; Associate Editor, T. R. Kennedy, Jr. BRANCH OFFICE: 958 South Keniston, Los Angeles, Calif., York 6557, Frances Sage, Los Angeles correspondent. This publication aims to report and analyze all significant developments in television and its allied fields.

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Variety

WEEKLY. 154 West 46th St., New York 19, N. Y. Phone, BRyant 9-8153. Publisher Sid Silverman; Editor, Abel Green; Business Manager, Harold Erichs; Advertising Manager, Louis Rydell; Production Manager, Murray Rann. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Bill Hunt; 1708-10 No. Vine St., Hollywood Calif., Arthur Ungar.

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Western Advertising

MONTHLY, 564 Market St., San Francisco, Calif. Phone, GArfield 8966. Publisher, Ramsey Oppenheim; Editor, Archibald MacPhail; General Manager, R. S. Oppenheim. New developments in radio and reporting news of western accounts and stations from a commercial angle.

MAP & DATA
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WALTER P. BURN AND ASSOCIATES, INC.

7 West 44th Street
New York 18, N. Y.

Under personal direction of Walter P. Burn

RADIO DAILY PRESENTS A NATION WIDE UP-TO-THE-MINUTE CENSUS ANALYSIS OF THE RADIO MARKET

MAJOR MARKETS—1945

By William P. Noble
Vice-President, Walter P. Burn & Associates, Inc.

PERTINENT data on Metropolitan District Counties, States, and Regions of the United States are presented in the 1945 RADIO ANNUAL. Figures are from the Bureau of the Census; projections are by Walter P. Burn & Associates, Inc. Postwar ratings of Metropolitan District Counties were prepared by Dr. Philip M. Hauser, Assistant Director, Bureau of the Census, and were originally presented before the National War Conference of the American Marketing Association.

Population, Families, Radio Homes

Tables for Civilian Population Changes by Regions, Divisions and States 1940-1943 are self-explanatory. It must be remembered that while the loss of population to the armed services has cut civilian population, the actual population of the country has increased during the period 1940-1943.

Civilian population for the latest available period Nov. 1, 1943 is presented for all Metropolitan District Counties, all other counties with a city of 25,000 population and for all States. This is followed by a percentage change figure for quick evaluation.

Families and Effective Radio Home Figures have been projected from latest available government sources. Because many recent surveys, both by the Government and from independent sources have begun to take account of "dead" Radio Homes, or those in which no radios are operative today, RADIO DAILY for the first time presents Effective Radio Homes as a more accurate estimate of the available listening audience rather than total Radio Homes. It is interesting to note that thet total of Effective Radio Homes, 1945, is 31,271,178 based upon an estimated 36,244,024 families or a national family coverage of 86.2%, while RADIO DAILY'S 1944 estimate of total Radio Homes 1944 reached 31,298,920, a difference of only 27,742 Radio Homes.

Projected figures for Families and Effective Radio Homes are shown to the last digit, not because they are assumed to be accurate to the last digit, but for summation convenience and to follow the pattern set by the Bureau of the Census in estimating Civilian Population.

Post-War Ratings

A-1 Markets which grew most rapidly since 1940 and from 1920-1940. These markets are adjudged to have superior prospects of retaining wartime population growth.

A-2 Markets which grew at above average rates since the war's commencement and from 1920-1940. These markets are adjudged to have excellent prospects of retaining wartime population growth.

A-3 Markets which grew at above average rates since the war's commencement and which grew moderately 1920-1940. These markets are adjudged to have good prospects of retaining wartime population growth.

B Markets which grew rapidly since the war's commencement but at a substantially lower relative rate in the preceding decade. Wartime growth in these markets is considered transient unless special efforts are made to convert to peacetime production.

C-1 Markets which lost population or increased relatively little since the war's commencement but which grew at above average rates 1930-1940. These markets are believed to have excellent postwar prospects of coming back.

C-2 Markets which lost population or increased relatively little since the war's commencement and between 1930-1940, but which grew at relatively rapid rates between 1920-1930. These markets are believed to have fair post-war prospects of coming back.

D Markets which lost population or grew relatively little since the war's commencement and between 1920-1940. These markets cannot be expected to grow rapidly nor to recoup losses in the post-war period.

CIVILIAN POPULATION CHANGES BY REGIONS, DIVISIONS, AND STATES

APRIL 1, 1940, TO NOVEMBER 1, 1943

REGION, DIVISION, AND STATE	ESTIMATED CHANGES IN CIVILIAN POPULATION: 1940 to 1943				ESTIMATED CIVILIAN POPULATION	
	Net Gain (+) or Loss (—) Through Civilian Migration	*Natural Increase*	*Net Loss to Armed Forces*	*Net Increase (+) or Decrease (—)*	*November 1, 1943*	*April 1, 1940*
UNITED STATES ...	+ 305,112	5,261,586	9,740,000	—4,173,302	127,228,683	131,401,985
REGIONS						
The Northeastern States	— 30,335	896,110	2,935,994	—2,070,219	33,868,320	35,938,539
The North Central States	— 284,977	1,361,436	2,862,680	—1,786,221	38,332,985	40,119,206
The South	—1,077,456	2,464,177	2,849,705	—1,462,984	40,056,861	41,519,845
The West	+1,697,880	539,863	1,091,621	+1,146,122	14,970,517	13,824,395
THE NORTHEASTERN STATES						
New England	+ 120,135	214,516	673,402	— 338,751	8,084,568	8,423,319
Middle Atlantic	— 150,470	681,594	2,262,592	—1,731,468	25,783,752	27,515,220
THE NORTH CENTRAL STATES						
East North Central....	+ 556,463	897,660	1,985,499	— 531,376	26,078,548	26,609,924
West North Central...	— 841,440	463,776	877,181	—1,254,845	12,254,437	13,509,282
THE SOUTH						
South Atlantic	+ 130,270	1,041,705	1,210,257	— 38,282	17,690,024	17,728,306
East South Central....	— 644,079	658,174	701,405	— 687,310	10,074,226	10,761,536
West South Central...	— 563,647	764,298	938,043	— 737,392	12,292,611	13,030,003
THE WEST						
Mountain	— 53,780	224,264	297,926	— 127,442	4,018,073	4,145,515
Pacific	+1,751,660	315,599	793,695	+1,273,564	10,952,444	9,678,880
NEW ENGLAND						
Maine	— 30,395	25,763	58,344	— 62,976	782,205	845,181
New Hampshire	— 11,995	11,356	36,863	— 37,502	453,136	490,638
Vermont	— 31,407	10,452	21,882	— 42,837	316,019	358,856
Massachusetts	+ 37,032	94,652	353,327	— 221,643	4,092,195	4,313,838
Rhode Island	+ 29,478	18,105	61,391	— 13,808	694,112	707,920
Connecticut	+ 127,422	54,188	141,595	— 40,015	1,746,901	1,706,886
MIDDLE ATLANTIC						
New York	+ 222,970	288,196	1,087,862	—1,022,636	12,440,005	13,462,641
New Jersey	+ 184,882	101,337	365,427	— 79,208	4,077,434	4,156,642
Pennsylvania	— 112,382	292,061	809,303	— 629,624	9,266,313	9,895,937

REGION, DIVISION, AND STATE	ESTIMATED CHANGES IN CIVILIAN POPULATION: 1940 to 1943				ESTIMATED CIVILIAN POPULATION	
	Net Gain (+) or Loss (—) Through Civilian Migration	*Natural Increase*	*Net Loss to Armed Forces*	*Net Increase (+) or Decrease (—)*	*November 1, 1943*	*April 1, 1940*
UNITED STATES	+ 305,112	5,261,586	9,740,000	—4,173,302	127,228,683	131,401,985
EAST NORTH CENTRAL						
Ohio	+ 230,966	218,857	532,884	— 83,061	6,822,031	6,905,092
Indiana	+ 78,977	114,785	242,104	— 48,342	3,379,052	3,427,394
Illinois	+ 68,562	218,807	615,120	— 327,751	7,559,576	7,887,327
Michigan	+ 280,812	232,425	392,441	+ 120,796	5,373,718	5,252,922
Wisconsin	— 102,854	112,786	202,950	— 193,018	2,944,171	3,137,189
WEST NORTH CENTRAL						
Minnesota	— 191,964	111,738	188,026	— 268,252	2,523,681	2,791,933
Iowa	— 192,584	85,717	155,652	— 262,519	2,275,086	2,537,605
Missouri	— 116,916	112,101	256,836	— 261,651	3,522,109	3,783,760
North Dakota	— 100,430	31,927	37,143	— 105,646	536,229	641,875
South Dakota	— 89,113	26,486	35,746	— 98,373	544,493	642,866
Nebraska	— 96,294	40,907	83,532	— 138,919	1,175,336	1,314,255
Kansas	— 54,139	54,900	120,246	— 119,485	1,677,503	1,796,988
SOUTH ATLANTIC						
Delaware	+ 19,383	8,142	20,283	+ 7,242	273,370	266,128
Maryland	+ 235,379	70,498	137,345	+ 168,532	1,981,664	1,813,132
District of Columbia	+ 205,251	22,011	64,793	+ 162,469	816,982	654,513
Virginia	+ 154,699	145,534	182,261	+ 117,972	2,767,921	2,649,949
West Virginia	— 139,632	116,783	147,899	— 170,748	1,731,171	1,901,919
North Carolina	— 262,833	252,087	211,112	— 221,858	3,344,348	3,566,206
South Carolina	— 137,928	150,496	110,244	— 97,676	1,788,337	1,886,013
Georgia	— 130,793	196,198	190,064	— 124,659	2,974,868	3,099,527
Florida	+ 186,744	79,956	146,256	+ 120,444	2,011,363	1,890,919
EAST SOUTH CENTRAL						
Kentucky	— 262,676	153,014	184,341	— 294,003	2,546,941	2,840,944
Tennessee	— 70,843	173,825	202,119	— 99,137	2,816,399	2,915,536
Alabama	— 116,366	187,598	176,964	— 105,732	2,715,919	2,821,651
Mississippi	— 194,194	143,737	137,981	— 188,438	1,994,967	2,183,405
WEST SOUTH CENTRAL						
Arkansas	— 225,372	132,398	120,640	— 213,614	1,734,440	1,948,054
Louisiana	— 19,033	145,666	171,102	— 44,469	2,314,941	2,359,410
Oklahoma	— 303,542	120,381	162,149	— 345,310	1,987,539	2,332,849
Texas	— 15,700	365,853	484,152	— 133,999	6,255,691	6,389,690
MOUNTAIN						
Montana	— 69,012	22,579	43,022	— 89,465	469,916	559,381
Idaho	— 44,889	27,932	34,991	— 51,948	472,925	524,873
Wyoming	— 8,688	12,875	18,376	— 14,189	235,684	249,873
Colorado	— 22,759	44,841	77,198	— 55,116	1,066,418	1,121,534
New Mexico	— 44,362	40,826	38,386	— 41,922	489,863	531,785
Arizona	+ 76,651	32,012	37,396	+ 71,267	569,150	497,883
Utah	+ 32,397	39,085	37,984	+ 33,498	583,560	550,062
Nevada	+ 26,882	4,114	10,563	+ 20,433	130,557	110,124
PACIFIC						
Washington	+ 244,931	57,736	131,383	+ 171,284	1,903,649	1,732,365
Oregon	+ 138,158	33,477	88,310	+ 83,325	1,171,801	1,088,476
California	+1,368,571	224,386	574,002	+1,018,955	7,876,994	6,858,039

ALABAMA

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post-War Rating
Metropolitan Districts — Counties					
Birmingham (Jefferson)	470,383	+ 2.3	130,223	101,393	A-3
Mobile (Mobile)	227,763	+60.9	60,090	37,369	A-1
Montgomery (Montgomery)	115,246	+ 3.4	32,619	18,114	*A-2
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Anniston (Calhoun)	70,610	+13.6	18,130	10,764	
Gadsden (Etowah)	77,085	+ 6.2	19,484	13,621	
Tuscaloosa (Tuscaloosa)	67,977	—10.6	16,858	9,643	
TOTAL STATE	2,718,273	— 3.9	695,377	369,372	

ARIZONA

Metropolitan District — County					
Phoenix (Maricopa)	206,095	+10.7	59,436	45,335	A-1
City 25,000-50,000 Population—not contained in Metropolitan District.					
Tucson (Pima)	88,520	+21.5	24,498	19,265	
TOTAL STATE	569,357	+14.5	158,750	113,416	

ARKANSAS

Metropolitan District — County					
Little Rock (Pulaski)	165,771	+ 6.2	47,713	36,268	A-2
City 25,000-50,000 Population—not contained in Metropolitan District.					
Fort Smith (Sebastian)	58,253	— 7.3	16,431	13,184	
TOTAL STATE	1,735,564	—10.9	460,341	259,855	

CALIFORNIA

Metropolitan Districts — Counties					
Fresno (Fresno)	194,652	+ 9.0	58,064	44,442	C-1
Los Angeles (Los Angeles, Orange)	3,292,050	+13.0	1,122,489	1,046,094	A-2
Sacramento (Sacramento)	188,168	+10.8	57,929	52,080	A-2
San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano)	1,822,984	+26.0	615,844	564,181	A-2
San Diego (San Diego)	394,569	+42.9	126,514	125,508	A-1
San Jose (Santa Clara)	191,811	+11.3	57,813	55,215	A-2
Stockton (San Joaquin)	151,805	+13.1	43,956	36,704	A-2
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Bakersfield (Kern)	141,541	+ 4.7	42,440	34,264	
Riverside (Riverside)	122,235	+20.1	39,446	32,806	
San Bernardino (San Bernardino)	185,081	+14.9	58,152	50,950	
Santa Barbara (Santa Barbara)	74,629	+ 5.8	41,286	20,852	
TOTAL STATE	7,881,694	+14.8	2,606,620	2,585,768	

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post-War Rating
COLORADO					
Metropolitan Districts — Counties					
Denver (Arapahoe, Denver, Jefferson)	405,274	+ 6.3	129,862	122,691	A-2
Pueblo (Pueblo)	73,268	+ 6.4	20,693	18,541	A-3
City 25,000-50,000 Population—not contained in Metropolitan District.					
Colorado Springs (El Paso)	61,234	+13.3	19,904	17,886	
TOTAL STATE	1,067,095	— 4.7	323,586	281,312	
CONNECTICUT					
Metropolitan Districts — Counties					
Bridgeport (Fairfield)	434,265	+ 3.8	122,251	120,360	A-3
Hartford-New Britain (Hartford, Middlesex)	532,921	+ 5.3	146,718	143,850	A-3
New Haven-Waterbury (New Haven)	477,763	— 1.4	135,356	134,367	D
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
New London (New London)	129,384	+ 4.9	36,774	33,957	
Torrington (Litchfield)	87,662	+ 0.7	24,981	22,891	
TOTAL STATE	1,748,402	+ 2.4	491,407	482,291	
DELAWARE					
Metropolitan District — County					
Wilmington (New Castle)	189,532	+ 6.2	52,059	48,658	A-2
TOTAL STATE	273,614	+ 3.1	77,736	68,369	
DISTRICT OF COLUMBIA					
Metropolitan District — Counties					
Washington (District of Columbia; Montgomery, Prince Georges, Md.; Alexandria City, Arlington, Va.)	1,175,384	+27.8	328,111	306,489	A-1
TOTAL D. C.	816,982	+24.2	227,733	210,860	
FLORIDA					
Metropolitan Districts — Counties					
Jacksonville (Duval)	245,123	+16.6	68,239	55,275	A-1
Miami (Dade)	294,445	+10.0	88,918	78,557	A-1
Tampa - St. Petersburg ((Hillsborough, Pinellas)	301,412	+10.8	92,939	73,706	A-1
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Orlando (Orange)	77,314	+10.3	23,965	17,425	
Pensacola (Escambia)	87,335	+26.5	24,588	15,922	
West Palm Beach (Palm Beach)	80,932	+ 1.2	25,862	18,273	
TOTAL STATE	2,012,046	+ 6.4	590,071	407,472	

GEORGIA

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post-War Rating
Metropolitan Districts — Counties					
Atlanta (DeKalb, Fulton)	486,362	+ 1.9	137,463	114,289	A-1
Augusta (Richmond)	88,871	+ 9.3	24,678	15,535	A-2
Columbus, (Muscogee; Russell, Ala.)	135,980	+22.2	36,269	21,160	A-3
Macon (Bibb)	101,811	+21.5	29,782	16,974	A-2
Savannah (Chatham)	150,111	+28.9	43,136	26,735	A-2
City 25,000-50,000 Population—not contained in Metropolitan District.					
Rome (Floyd)	53,187	— 5.3	14,060	11,051	
TOTAL STATE	2,976,645	— 4.1	774,807	435,498	

IDAHO

City 25,000-50,000 Population					
Boise City (Ada)	49,073	— 2.6	15,072	13,948	
TOTAL STATE	473,166	— 9.8	137,902	120,380	

ILLINOIS

Metropolitan Districts — Counties					
CHICAGO (Cook Dupage, Lake; Lake, Ind.)	4,508,492	— 1.4	1,330,891	1,309,779	C-2
Decatur (Macon)	84,638	— 0.1	26,053	24,245	C-2
Peoria (Peoria, Tazewell)	199,525	— 5.8	60,136	57,437	C-1
Rockford (Winnebago)	126,110	+ 4.1	38,717	37,210	B
Springfield (Sangamon)	113,393	— 3.8	34,302	32,678	D
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Aurora, Elgin (Kane)	129,669	— 0.4	37,936	36,328	
Bloomington (McLean)	65,453	—11.5	20,045	19,325	
Danville (Vermilion)	76,222	—12.2	23,323	21,209	
Galesburg (Knox)	48,224	— 7.7	15,402	13,918	
Joliet (Will)	116,322	+ 1.8	31,630	31,129	
Quincy (Adams)	58,590	—10.2	18,115	15,932	
TOTAL STATE	7,563,770	— 4.0	2,260,698	2,173,790	

INDIANA

Metropolitan Districts — Counties					
Evansville (Vanderburgh; Henderson, Ky.)	179,995	+14.1	52,892	44,055	A-2
Fort Wayne (Allen)	152,686	— 1.5	44,587	43,758	C-2
Indianapolis (Marion)	491,053	+ 7.3	150,619	146,628	A-2
South Bend (St. Joseph)	173,111	+ 7.0	49,980	45,781	C-2
Terre Haute (Vigo)	90,633	— 9.1	29,480	27,251	D
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Anderson (Madison)	91,707	+ 3.5	28,009	26,070	
Elkhart (Elkhart)	70,125	— 3.5	19,890	19,231	
Kokomo (Howard)	45,986	— 3.7	13,987	13,263	
Lafayette (Tippecanoe)	52,781	+ 3.5	15,821	15,195	
Marion (Grant)	54,838	— 1.7	16,645	15,674	
Michigan City (La Porte)	67,531	+ 6.1	19,004	18,124	
Muncie (Delaware)	75,429	+ 0.6	23,391	22,172	
Richmond (Wayne)	58,669	— 0.9	17,476	16,716	
TOTAL STATE	3,383,312	— 1.2	1,008,226	918,870	

IOWA

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post-War Rating
Metropolitan Districts — Counties					
Cedar Rapids (Linn)	87,246	— 2.1	27,696	26,001	C-1
Davenport-Rock Island-Moline (Scott; Rock Island, Ill.)	201,244	+ 1.8	60,865	59,144	C-1
Des Moines (Polk)	188,572	— 3.1	58,776	56,859	C-1
Sioux City (Woodbury)	89,736	—13.4	26,606	25,021	D
Waterloo (Black Hawk)	75,979	— 5.0	23,096	22,678	C-1
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Burlington (Des Moines)	39,690	+ 7.8	12,495	12,033	
Clinton (Clinton)	43,543	— 2.6	13,003	12,024	
Dubuque (Dubuque)	58,741	— 7.9	15,788	15,047	
Mason City (Cerro Gordo)	37,543	—14.4	10,840	10,324	
Ottumwa (Wapello)	42,639	— 3.7	13,270	11,389	
TOTAL STATE	2,276,876	—10.3	679,366	633,680	

KANSAS

Metropolitan Districts — Counties					
Topeka (Shawnee)	84,765	— 7.1	26,376	24,721	C-2
Wichita (Sedgwick)	194,945	+36.0	60,771	54,432	B
City 25,000-50,000 Population—not contained in Metropolitan District.					
Hutchinson (Reno)	48,129	— 7.7	14,684	13,551	
TOTAL STATE	1,678,722	— 6.5	514,176	446,817	

KENTUCKY

Metropolitan District — County					
Louisville (Jefferson; Clark, Floyd, Ind.)	508,719	+12.7	149,527	130,816	B
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Lexington (Fayette)	77,085	— 2.3	22,054	19,334	
Owensboro (Daviess)	49,223	— 5.9	13,719	10,526	
Paducah (McCracken)	42,814	—11.8	12,829	9,801	
TOTAL STATE	2,549,108	—10.1	677,582	474,911	

LOUISIANA

Metropolitan Districts — Parishes					
New Orleans (Jefferson, Orleans)	584,181	+ 7.3	166,756	127,978	A-2
Shreveport (Caddo)	139,693	— 7.0	40,390	25,743	C-1
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Alexandria (Rapides)	88,654	+20.8	22,576	12,650	
Baton Rouge (East Baton Rouge)	107,066	+21.1	29,507	20,853	
Monroe (Ouachita)	57,658	— 2.6	16,549	10,622	
TOTAL STATE	2,316,681	— 1.8	624,932	347,816	

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post-War Rating
MAINE					
Metropolitan District — County					
Portland (Cumberland)	152,877	+ 6.4	43,852	41,455	A-2
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Bangor (Penobscot)	86,442	—11.0	23,359	21,203	
Lewiston (Androscoggin)	73,716	— 3.9	20,188	19,059	
TOTAL STATE	782,312	— 7.3	218,530	197,041	
MARYLAND					
Metropolitan District — County					
Baltimore (Baltimore City, Anne Arundel, Baltimore)	1,207,436	+12.5	335,156	316,677	A-2
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Cumberland (Allegany)	81,302	— 6.5	21,973	19,911	
Hagerstown (Washington)	69,890	+ 1.5	19,219	17,003	
TOTAL STATE	1,982,947	+ 9.8	544,383	486,319	
MASSACHUSETTS					
Metropolitan Districts — Counties					
Boston - Lowell - Lawrence - Haverhill (Essex, Middlesex, Norfolk, Plymouth, Suffolk)	2,677,740	— 5.1	744,904	734,745	D
Fall River - New Bedford (Bristol)	342,529	— 6.1	98,676	93,774	D
Springfield-Holyoke (Hampden, Hampshire)	392,640	— 2.9	109,613	107,961	D
Worcester (Worcester)	472,224	— 6.2	129,543	127,948	D
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Pittsfield (Berkshire)	115,704	— 5.4	33,183	32,623	
TOTAL STATE	4,093,072	— 5.1	1,143,205	1,124,412	
MICHIGAN					
Metropolitan Districts — Counties					
Detroit (Macomb, Oakland, Wayne)	2,612,115	+10.0	721,933	699,648	A-2
Flint (Genesee)	228,183	+ 0.1	64,727	61,782	C-2
Grand Rapids (Kent)	231,381	— 6.1	69,912	67,158	C-2
Kalamazoo (Kalamazoo)	101,716	+ 1.7	29,990	28,570	C-1
Lansing (Ingham)	135,958	+ 4.1	41,026	36,079	C-1
Saginaw - Bay City (Bay, Saginaw)	206,551	+ 0.5	57,961	53,647	D
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Ann Arbor (Washtenaw)	97,829	+21.1	28,458	27,833	
Battle Creek (Calhoun)	99,590	+ 5.7	30,249	29,035	
Jackson (Jackson)	95,022	+ 2.1	27,461	26,338	
Muskegon (Muskegon)	104,763	+10.9	30,413	27,984	
Port Huron (Saint Clair)	76,770	+ 0.8	22,325	21,824	
TOTAL STATE	5,377,329	+ 2.4	1,528,635	1,433,728	

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post-War Rating
MINNESOTA					
Metropolitan Districts — Counties					
Duluth-Superior (St. Louis; Douglas, Wis.)	228,716	— 9.9	67,540	63,151	D
Minneapolis-St. Paul (Anoka, Hennepin, Ramsey, Washington)	902,612	— 2.4	272,998	268,723	C-1
City 25,000-50,000 Population—not contained in Metropolitan District.					
Rochester (Olmstead)	37,155	—12.9	9,680	9,265	
TOTAL STATE	2,525,558	— 9.4	711,607	672,823	
MISSISSIPPI					
Metropolitan District — County					
Jackson (Hinds)	110,836	+ 3.3	29,720	17,651	A-2
City 25,000-50,000 Population—not contained in Metropolitan District.					
Meridian (Lauderdale)	56,981	— 2.2	15,623	8,085	
TOTAL STATE	1,996,333	— 8.6	526,932	221,285	
MISSOURI					
Metropolitan Districts — Counties					
Kansas City (Mo.) - Kansas City (Kan.), (Jackson, Mo.; Johnson, Wyandotte, Kan.)	670,575	+ 2.2	212,824	203,500	B
St. Joseph (Buchanan)	79,960	—15.0	24,696	20,011	D
St. Louis (St. Louis City, St. Charles, St. Louis; Madison, St. Clair, Ill.)	1,485,868	+ 3.9	447,374	422,979	A-3
Springfield (Greene)	85,256	— 5.8	26,957	23,293	C-1
City 25,000-50,000 Population—not contained in Metropolitan District.					
Joplin (Jasper)	73,963	— 6.0	23,749	20,157	
TOTAL STATE	3,524,790	— 6.8	1,071,848	894,605	
MONTANA					
Cities 25,000-50,000 Population					
Butte (Silver Bow)	46,355	—12.9	15,632	15,228	
Great Falls (Cascade)	42,016	...	13,355	12,073	
TOTAL STATE	470,033	—15.8	145,836	123,187	
NEBRASKA					
Metropolitan Districts — Counties					
Lincoln (Lancaster)	92,795	— 7.7	28,954	27,588	D
Omaha-Council Bluffs, Iowa (Douglas; Pottawattamie, Iowa)	302,527	— 3.5	89,876	86,393	D
TOTAL STATE	1,176,023	—10.5	348,479	310,020	
NEVADA					
TOTAL STATE	130,637	+20.1	42,346	38,460	

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post-War Rating
NEW HAMPSHIRE					
Metropolitan District — County					
Manchester (Hillsborough)	136,039	— 6.1	39,572	37,547	D
City 25,000-50,000 Population—not contained in Metropolitan District.					
Concord (Merrimack)	49,559	—18.9	13,989	13,184	
TOTAL STATE	453,333	— 7.7	132,138	121,689	
NEW JERSEY					
Metropolitan Districts — Counties					
Atlantic City (Atlantic)	107,491	—13.3	32,492	30,296	C-2
Trenton (Mercer)	196,424	— 0.5	51,702	50,324	D
TOTAL STATE	4,080,485	— 1.8	1,158,574	1,133,935	
NEW MEXICO					
City 25,000-50,000 Population —					
Albuquerque (Bernalillo)	69,794	+ 0.6	19,471	15,158	
TOTAL STATE	490,119	— 7.6	128,828	73,329	
NEW YORK					
Metropolitan Districts — Counties					
Albany - Schenectady - Troy (Albany, Rensselaer, Schenectady)	446,558	— 4.1	136,278	132,145	D
Binghamton (Broome)	164,443	— 0.8	46,494	43,380	C-1
Buffalo-Niagara Falls (Erie, Niagara)	961,345	+ 0.4	269,702	264,929	D
New York-Northeastern N. J. (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Westchester; Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union, N. J.)	10,703,374	— 7.1	3,167,572	3,146,128	C-2
Rochester (Monroe)	418,655	— 4.5	124,234	121,752	D
Syracuse (Onondaga)	283,237	— 4.0	83,129	77,009	D
Utica-Rome (Herkimer, Oneida)	258,433	— 1.8	72,862	68,577	D
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Amsterdam (Montgomery)	53,415	— 9.7	16,169	15,466	
Auburn (Cayuga)	59,435	— 9.3	17,660	16,467	
Elmira (Chemung)	75,893	+ 3.0	22,654	21,130	
Jamestown (Chautauqua)	113,793	— 7.9	35,689	34,214	
Kingston (Ulster)	76,994	—11.5	23,672	21,804	
Newburgh (Orange)	125,367	— 6.5	37,196	35,514	
Poughkeepsie (Dutchess)	114,177	— 5.3	29,045	28,540	
Watertown (Jefferson)	77,184	— 6.4	23,274	18,650	
TOTAL STATE	12,442,784	— 7.6	3,643,803	3,609,025	
NORTH DAKOTA					
City 25,000-50,000 Population					
Fargo (Cass)	45,565	—13.8	12,336	11,944	
TOTAL STATE	536,510	—16.4	137,913	127,264	

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post-War Rating
NORTH CAROLINA					
Metropolitan Districts — Counties					
Asheville (Buncombe)	97,423	—10.4	25,505	19,245	C-1
Charlotte (Mecklenburg)	146,168	— 3.7	37,554	30,871	C-1
Durham (Durham)	80,481	+ 0.3	21,369	17,281	A-2
Greensboro (Guilford)	150,579	— 2.2	38,647	31,645	—
Winston-Salem (Forsyth)	109,847	—13.1	28,952	23,381	C-1
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Raleigh (Wake)	103,369	— 5.6	24,694	17,727	
Rocky Mount (Edgecombe, Nash)	92,764	—23.0	18,598	12,122	
Wilmington (New Hanover)	79,070	+65.0	20,744	14,017	
TOTAL STATE	3,346,987	— 6.1	797,556	514,412	
OHIO					
Metropolitan Districts — Counties					
Akron (Summit)	363,652	+ 7.1	104,562	101,045	B
Canton (Stark)	247,668	+ 5.4	69,956	66,970	A-3
Cincinnati (Hamilton, Dearborn, Ind.; Campbell, Kenton, Ky.)	834,281	+ 3.2	258,131	245,877	A-3
Cleveland (Cuyahoga)	1,228,803	+ 1.0	363,777	346,992	C-2
Columbus (Franklin)	415,930	+ 7.3	120,969	117,731	A-3
Dayton (Montgomery)	338,688	+14.6	99,963	97,593	B
Hamilton-Middletown (Butler)	123,344	+ 2.6	35,548	33,609	A-3
Springfield (Clark)	100,466	+ 5.0	29,878	27,776	A-3
Toledo (Lucas)	336,396	— 2.3	100,691	95,083	C-2
Youngstown (Mahoning, Trumbull)	361,613	— 2.9	96,715	92,018	C-2
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Elyria-Lorain (Lorain)	113,482	+ 1.0	32,676	31,377	
Lima (Allen)	80,819	+10.3	23,779	19,781	
Mansfield (Richland)	72,831	— 1.4	21,193	19,532	
Marion (Marion)	45,040	+ 0.3	13,705	12,965	
Newark (Licking)	60,805	— 2.4	19,208	17,261	
Portsmouth (Sciota)	71,025	—18.0	19,237	16,993	
Steubenville (Jefferson)	86,069	—12.3	23,288	21,566	
Zanesville (Muskingum)	64,947	— 6.9	19,885	18,044	
TOTAL STATE	6,828,352	— 1.1	2,011,764	1,879,086	
OKLAHOMA					
Metropolitan Districts — Counties					
Oklahoma City (Oklahoma)	256,559	+ 5.1	77,485	69,787	A-2
Tulsa (Tulsa)	213,200	+10.3	64,153	54,332	B
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Enid (Garfield)	39,677	—12.8	12,206	10,019	
Muskogee (Muskogee)	62,851	— 4.6	21,138	13,392	
TOTAL STATE	1,987,941	—14.7	564,084	424,556	
OREGON					
Metropolitan District — County					
Portland (Clackamas, Multnomah)	511,229	+24.0	176,901	162,182	B
City 25,000-50,000 Population—not contained in Metropolitan District.					
Salem (Marion)	72,715	— 3.4	21,634	19,840	
TOTAL STATE	1,172,674	+ 7.8	387,769	347,610	

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post-War Rating
PENNSYLVANIA					
Metropolitan Districts — Counties					
Allentown-Bethlehem-Easton (Lehigh, Northampton)	332,921	— 3.9	91,719	90,401	D
Altoona (Blair)	126,001	—10.2	35,160	33,688	D
Erie (Erie)	185,179	+ 2.4	53,571	50,265	B
Harrisburg (Dauphin)	173,677	— 1.9	48,994	46,684	D
Johnstown (Cambria)	187,384	—12.2	46,038	43,092	D
Lancaster (Lancaster)	201,649	— 5.1	56,484	49,531	D
Philadelphia (Delaware, Montgomery, Phil.; Burlington, Camden, Gloucester, N. J.)	3,002,565	+ 1.7	837,632	810,603	D
Pittsburgh (Allegheny, Fayette, Washington, Westmoreland)	1,960,103	— 7.8	530,802	507,881	D
Reading (Berks)	223,095	— 7.8	63,226	60,879	D
Scranton-Wilkes Barre (Lackawanna, Luzerne)	584,282	—21.3	149,713	148,969	D
York (York)	170,363	— 4.3	49,603	47,210	D
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Aliquippa (Beaver)	158,463	+ 1.1	42,016	40,355	
Lebanon (Lebanon)	67,956	— 6.4	19,161	18,144	
New Castle (Lawrence)	93,094	— 3.9	25,591	24,701	
Sharon (Mercer)	102,721	+ 1.7	28,039	25,466	
Williamsport (Lycoming)	90,984	— 2.8	26,809	24,612	
TOTAL STATE	9,273,242	— 6.3	2,535,648	2,442,185	
RHODE ISLAND *Metropolitan District — County*					
Providence (Bristol, Kent, Newport, Providence)	659,319	— 2.5	187,057	183,798	D
TOTAL STATE	694,616	— 2.0	197,679	193,115	
SOUTH CAROLINA *Metropolitan Districts — Counties*					
Charleston (Charleston)	161,819	+37.5	46,138	24,433	A-1
Columbia (Richland)	117,175	+11.8	28,886	19,404	A-1
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Greenville (Greenville)	140,362	+ 2.8	37,160	26,635	
Spartanburg (Spartanburg)	121,475	— 4.9	30,146	21,953	
TOTAL STATE	1,789,662	— 5.4	438,013	232,624	
SOUTH DAKOTA *City 25,000-50,000 Population*					
Sioux Falls (Minnehaha)	57,385	— 0.5	16,527	15,723	
TOTAL STATE	544,866	—15.2	152,028	135,101	
TENNESSEE *Metropolitan Districts — Counties*					
Chattanooga (Hamilton; Walker, Ga.)	208,333	— 1.4	56,272	45,622	C-1
Knoxville (Knox)	195,516	+ 9.6	51,336	38,757	C-1
Memphis (Shelby)	378,108	+ 5.6	109,058	78,676	A-2
Nashville (Davidson)	261,258	+ 1.6	72,745	61,564	A-1
City 25,000-50,000 Population—not contained in Metropolitan District.					
Johnson City (Washington)	50,556	— 2.1	12,274	9,226	
TOTAL STATE	2,818,226	— 3.3	742,060	477,182	

TEXAS

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post-War Rating
Metropolitan Districts — Counties					
Amarillo (Potter)	58,042	+ 7.0	17,168	15,853	A-2
Austin (Travis)	106,152	— 4.4	28,848	22,707	C-1
Beaumont-Port Arthur (Jefferson)	178,214	+22.7	50,833	40,712	A-2
Corpus Christi (Nueces)	113,403	+22.4	31,086	22,054	A-1
Dallas (Dallas)	442,967	+11.2	133,703	115,380	A-1
El Paso (El Paso)	136,173	+ 8.2	36,439	27,161	B
Fort Worth (Tarrant)	267,856	+18.8	81,241	65,532	A-2
Galveston (Galveston)	94,314	+18.2	27,854	24,056	A-1
Houston (Harris)	601,249	+13.7	176,855	144,792	A-1
San Antonio (Bexar)	364,275	+15.3	103,663	90,113	A-1
Waco (McLennan)	103,185	+ 1.3	29,621	22,756	
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Abilene (Taylor)	51,056	+15.6	14,427	10,962	
Laredo (Webb)	45,729	+ 0.7	10,807	5,049	
Lubbock (Lubbock)	66,235	+27.9	18,656	13,382	
San Angelo (Tom Green)	39,526	+ 0.6	11,312	9,206	
*Texarkana (Bowie; Miller, Ark.)	87,079	+ 5.8	24,477	14,305	
Tyler (Smith)	60,800	—12.0	17,239	11,636	
Wichita Falls (Wichita)	72,981	— 0.8	21,211	17,420	
TOTAL STATE	6,259,584	— 1.9	1,765,672	1,242,083	

* Includes Texarkana, Ark.

UTAH

Metropolitan District — County					
Salt Lake City (Salt Lake)	230,447	+ 9.2	65,850	64,242	A-2
City 25,000-50,000 Population—not contained in Metropolitan District.					
Ogden (Weber)	70,247	+23.9	19,785	18,901	
TOTAL STATE	583,572	+ 6.2	162,223	150,258	

VIRGINIA

Metropolitan Districts — Counties					
Norfolk-Portsmouth-Newport News (Hampton, Newport News, Norfolk, Portsmouth, South Norfolk Cities; Elizabeth City, Norfolk, Princess Anne, Warwick)	505,119	+57.1	141,042	105,489	A-2
Richmond (Richmond City, Henrico)	252,777	+ 7.6	70,667	61,752	A-2
Roanoke (Roanoke City; Roanoke)	104,808	— 6.6	27,810	24,346	C-2
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Danville (Danville City; Pittsylvania)	88,467	— 6.4	21,250	13,600	
Lynchburg (Lynchburg City; Campbell)	64,350	— 8.9	16,880	12,777	
Petersburg (Petersburg City; Dinwiddie)	49,055	+ 0.5	12,121	7,688	
TOTAL STATE	2,769,828	+ 4.8	702,208	495,296	

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post-War Rating
VERMONT					
City 25,000-50,000 Population					
Burlington (Chittenden)	47,147	— 6.0	12,823	11,933	
TOTAL STATE	316,074	—11.5	88,368	81,116	
WASHINGTON					
Metropolitan Districts — Counties					
Seattle (King)	594,793	+18.2	211,914	201,783	A-2
Spokane (Spokane)	172,352	+ 6.0	56,395	52,695	A-2
Tacoma (Pierce)	208,991	+20.6	69,866	65,660	A-2
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Bellingham (Whatcom)	54,694	— 9.4	18,906	17,055	
Everett (Snohomish)	90,997	+ 2.5	30,059	24,798	
Yakima (Yakima)	96,725	— 2.3	29,863	23,451	
TOTAL STATE	1,905,239	+10.8	633,510	571,809	
WEST VIRGINIA					
Metropolitan Districts — Counties					
Charleston (Kanawha)	224,174	+14.7	57,066	44,412	A-2
Huntington - Ashland (Ky.) (Cabell; Boyd, Ky.; Lawrence, Ohio)	172,311	— 9.4	46,398	39,412	C-2
Wheeling (Brooke, Marshall, Ohio; Belmont, Ohio)	204,373	—12.8	56,747	51,971	D
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Clarksburg (Harrison)	72,043	—13.1	19,390	15,763	
Parkersburg (Wood)	55,261	—11.4	15,884	13,977	
TOTAL STATE	1,732,355	— 8.9	437,696	337,875	
WISCONSIN					
Metropolitan Districts — Counties					
Madison (Dane)	135,232	+ 3.5	39,121	37,875	A-2
Milwaukee (Milwaukee)	762,105	— 0.6	223,321	212,674	C-2
Racine-Kenosha (Kenosha, Racine)	154,167	— 2.1	43,844	42,919	D
Cities 25,000-50,000 Population—not contained in Metropolitan Districts.					
Appleton (Outagamie)	65,714	— 6.2	17,676	17,003	
Beloit (Rock)	78,573	— 2.0	23,697	22,717	
Eau Claire (Eau Claire)	43,093	— 8.3	12,627	11,058	
Fond du Lac (Fond du Lac)	56,201	— 9.9	15,904	15,297	
Green Bay (Brown)	82,352	— 0.9	21,777	20,782	
La Crosse (La Crosse)	55,597	— 6.8	15,899	15,545	
Oshkosh (Winnebago)	76,482	— 5.0	22,177	21,656	
Sheboygan (Sheboygan)	70,712	— 7.2	20,537	19,810	
Wausau (Marathon)	66,711	—12.1	17,189	16,080	
TOTAL STATE	2,945,355	— 6.1	835,479	788,223	
WYOMING					
TOTAL STATE	235,739	— 3.7	77,732	61,048	
TOTAL UNITED STATES	127,307,884	— 3.1	36,244,024	31,271,178	

The Pacific Coast, too,

IS SAWED IN TWO!

ARE YOU sawing the Pacific Coast in half? You are if you aren't using Don Lee on the Pacific Coast. For half the retail sales on the Pacific Coast are made *outside* the counties in which Los Angeles, San Francisco, Oakland, Seattle and Portland are located—and *only Don Lee* completely covers the *outside half.*

Why, you ask? Easy! Most markets in the outside half are surrounded by mountains and long range broadcasting won't work (watts do fine until they hit mountains). However, with 38 stations, Don Lee broadcasts *locally from within* these mountain-surrounded areas. A recent Hooper coincidental telephone survey, largest ever made on the Pacific Coast, revealed 60 to 100% of the listeners in many of these *"outside"* markets were tuned to Don Lee stations.

As for *the inside half,* Hooper ratings prove that a good show on Don Lee will reach more people than the same show on other networks. During the past year all the shows that switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within thirteen weeks!

Don't saw the Pacific Coast in half! Buy Don Lee—the only network that covers it completely!

The Nation's Greatest Regional Network

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NETWORKS
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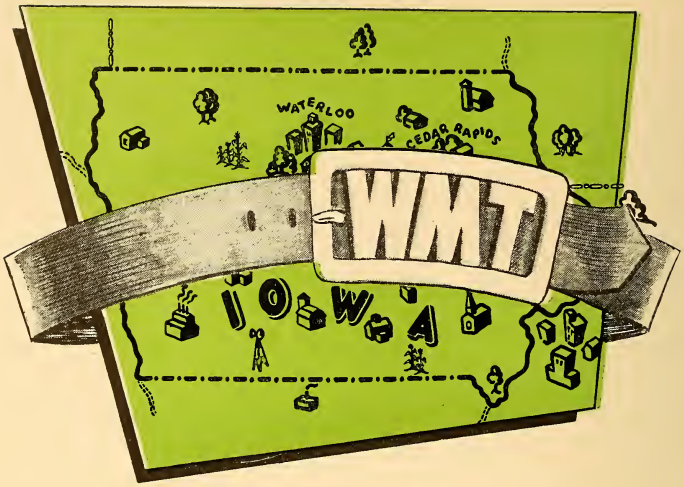

the Buckle on the CORN BELT

tying up the greatest listening audience . . .
the greatest *buying* audience in Iowa

One billion and a half dollars is a lot of bucks! In the corn country that represents plenty of buying power for your products. Today . . . WMT reaches an audience where 96.9% of the families own radios. (The U. S. average is only 88.9%.) You can't afford to leave WMT off your regular schedule.

Represented by the Katz Agency

THE BLUE NETWORK

of The American Broadcasting Co., Inc.

MARK WOODS

THE past year has been of supreme importance to the Blue network. During it we have materially strengthened the Blue through a series of personnel changes and departmental realignments so that we are now in a position to deliver better shows to the advertiser and the agency as well as to the public at large.

None of us can know, of course, what the next year will bring. But to the Blue Network it holds the promise of many things. We have laid the foundations for the first complete FM network. During the past year we queried our affiliated stations as to their plans for FM. Only one of the 111 stations replying to the questionnaire, declared no intention of applying for a license; all the others either have applied, are intending to apply, or, in the case of three Blue affiliates are already operating FM stations. We ourselves have applied for FM transmitters in New York, Chicago, Los Angeles, and San Francisco.

Own Buildings

During the next year, the Blue will also be planning its own buildings in Chicago, Los Angeles, San Francisco and New York. We are now reviewing potential projects for these studios which will contain the latest developments in studio design and engineering equipment, many of them unique, which will give the Blue facilities to improve broadcasting far beyond present levels.

As the past year has so ably demonstrated the radio broadcasting industry's service to the people and the government of the United States in the preservation of free speech and the free dissemination of information, so will the next year show once again the dedication of American radio to the service of the American people.

We at the Blue feel that great strides have been made during the past year. Greater strides will be made in the year to come.

Television Plans

The Blue's television plans are also beginning to take shape with a television department preparing to produce shows, perhaps already producing them by press time. We have filed applications for television transmitters also in New York, Chicago, Los Angeles and San Francisco. But naturally, as with the FM transmitters, any actual construction work depends upon the government releasing the materials for the job at some time not yet definite.

Plans for the active participation of the Blue in the field of television were announced early this year by the network, in conjunction with officials of General Electric Co., owners of WRGB, Schenectady, N. Y., and Allen B. DuMont Laboratories, Inc., owners of WABD, New York City.

Debut of the Blue in television took place late in February of this year and regular series scheduled over both the above television stations on a weekly basis. As a general policy, for the time being, Blue's television operations will concern experimentation with the televising of radio shows, rather than production of shows especially for television. Negotiations are in progress presently with Balaban & Katz to present suitable network programs by television from studios of WBKB in Chicago.

THE BLUE

OF THE AMERICAN BROAD

NETWORK FACILITIES AS OF FEB. 15, 1945

* *Future Changes*

WPDQ, Jacksonville, Fla., Replaces WJHP June 15, 1945
WFTL, Miami, Fla., Replaces WKAT June 15, 1945
WCOP, Boston, Mass., Replaces WHDH June 15, 1945
KRNT, Des Moines, Iowa, Replaces KSO June 15, 1945
WNAX, Yankton-Sioux City, Iowa,
Replaces KSCJ June 15, 1945
WLAW, Lawrence, Mass., Becomes
Affiliated June 15, 1945

NETWORK

CASTING COMPANY, INC.

THE BLUE NETWORK

THE BLUE NETWORK

of The American Broadcasting Co., Inc.

R. C. A. Bldg., 30 Rockefeller Plaza
New York 20, N. Y.
(Telephone Number, CIrcle 7-5700)

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Rex Bettis ..... Station Engineer
John Edwards ..... Program Manager

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A. E. Evans ..... Engineering Manager
Eleanor Higby ..... Traffic Manager
Edith Kirby ..... Auditor
Robert Laws .. Promotion and Publicity Manager
Francis La Tourette ..... News Manager
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THE BLUE NETWORK

of The American Broadcasting Co., Inc.

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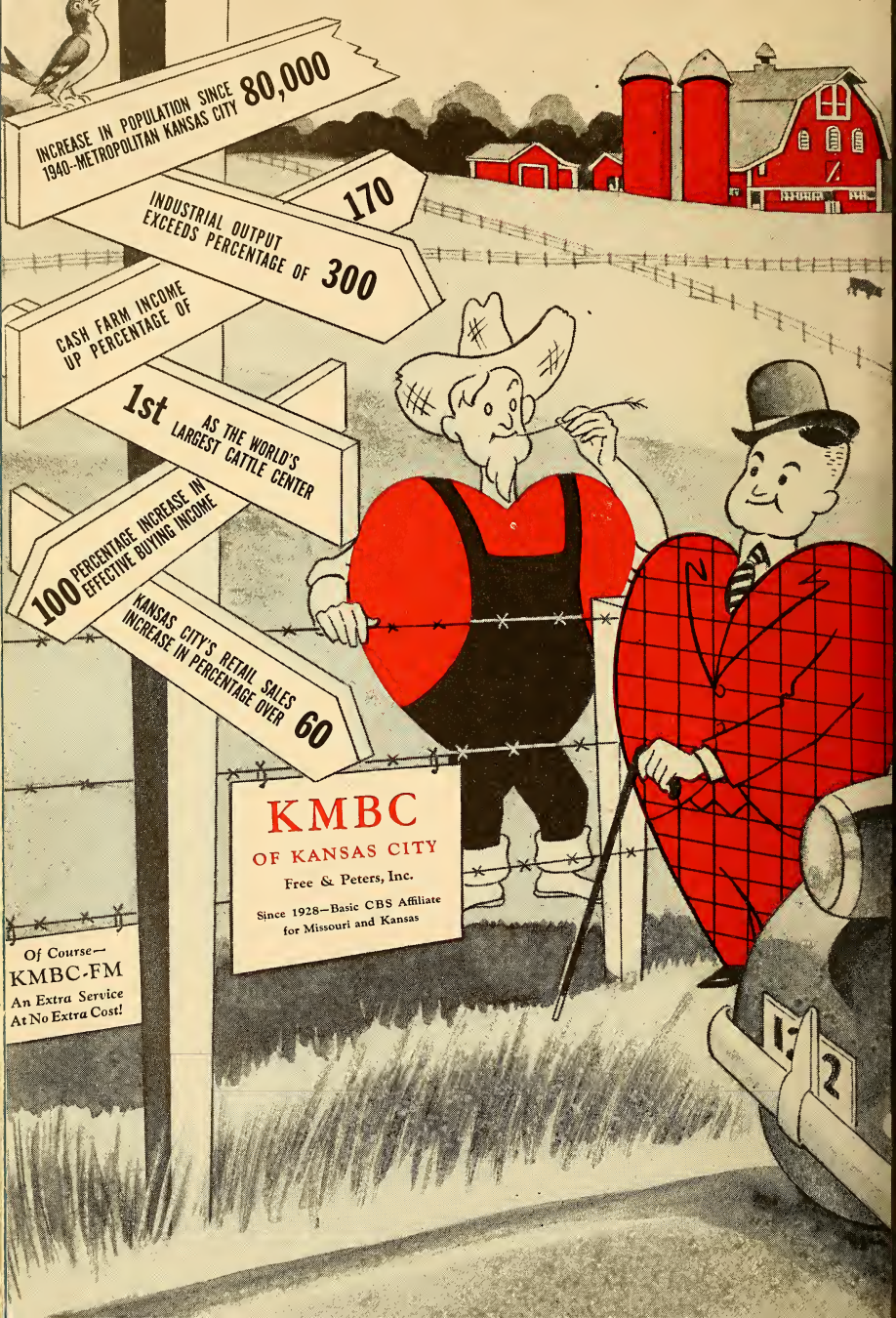
INCREASE IN POPULATION SINCE 1940--METROPOLITAN KANSAS CITY 80,000
INDUSTRIAL OUTPUT EXCEEDS PERCENTAGE OF 300
CASH FARM INCOME UP PERCENTAGE OF 170
1st AS THE WORLD'S LARGEST CATTLE CENTER
100 PERCENTAGE INCREASE IN EFFECTIVE BUYING INCOME
KANSAS CITY'S RETAIL SALES INCREASE IN PERCENTAGE OVER 60
KMBC
OF KANSAS CITY
Free & Peters, Inc.
Since 1928—Basic CBS Affiliate for Missouri and Kansas
Of Course—
KMBC-FM
An Extra Service At No Extra Cost!

COLUMBIA BROADCASTING SYSTEM

PAUL W. KESTEN

HOPE for a peaceful conclusion, in Europe, of our third war year has vanished. Yet no other conclusion that peace - with victory is possible, and each passing day brings us closer to that end.

Although fully conscious of its special obligations in war, the Columbia Broadcasting System has given serious consideration to postwar operations. Columbia intends to follow the same course in 1945, believing that today's efforts and decisions will do much to simplify, and therefore, hasten, tomorrow's peace-time development.

We have, in this past year, offered to the industry and to the FCC specific proposals concerning three major divisions of post-war broadcasting — television, international shortwave, and FM. It is our sincere conviction that the proposals we have set forth, in all three fields, represent sharp advances that must eventually be achieved if broadcasting is to continue development at a pace comparable to its past performance.

Tele Motives

In its recommendations for television, however, CBS has found itself in the curious position of having to defend a proposal for progress. We have asked for better television, as quickly as possible. We have pointed to the source of twice-as-good television, on wide bands in the high frequencies. We have matched words with actions—in applications for high-frequency stations, in orders for high-frequency transmitters, in negotiations for new type receivers, and in the expenditure of a larger television budget than is to be found on the books of any other non-manufacturing broadcaster.

Our motives in all this should be perfectly clear. Television pictures today are in our opinion simply not good enough to attract — and hold — the audience that is essential to a commercially successful medium. Prewar set sales were negligible, and war-time audience research tells us that the public now expects far better television than present standards can give them. Until the public gets the kind of television it expects, an audience that interests advertisers cannot be built, and broadcasters will — and should — carry the cost of programs. But private resources are limited, and a television audience that ceases to grow will ultimately, of economic necessity, be allowed to die on the vine.

Prospects for 1945

There are good prospects that 1945 will see successful demonstration in the United States of the kind of television we can endorse. Much factual evidence uncovered in 1944 supports these hopes. High-definition, 1000-line television has already been demonstrated in France. High-frequency, wide-band television, as a world standard, is inevitable, at whatever sacrifice it may mean of present day equipment. And we have repeatedly asserted that such sacrifice would be smaller today than tomorrow, and smaller tomorrow than the day after.

Conclusion

Ours, we believe, is an optimistic as well as a realistic stand. Television can become one of America's leading postwar industries, and we intend to do everything possible in the coming year to hasten its greatest potential development. For that reason, we shall continue to disagree with any policy or action which, in our opinion, threatens to stunt the growth of a new industry for the sake of immediate and, possibly temporary profit.

COLUMBIA BROAD

NETWORK FACILITIES
AS OF JAN. 15, 1945

CASTING SYSTEM

COLUMBIA BROADCASTING SYSTEM

NETWORK FACILITIES
AS OF JAN. 15, 1945

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Broadcasting System, Inc.

Executives and Staff
485 Madison Avenue, New York City, N. Y.
Telephone: WIckersham 2-2000

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Vice President in Charge of Programs
William Fineshriber..Asst. Director of Broadcasts
R. S. Langham.....Co-ordinator of Broadcasts

James M. Seward.....Director of Operations
I. S. Becker.....Assistant Director of Operations
R. R. Ray....Assistant to Director of Operations
Merritt Coleman
Assistant to Director of Operations

Education Division

Lyman Bryson .....Director of Education
Leon Levine Assistant Director
Helen Sioussat.....Director of Talks
Elinor Inman....Director of Religious Broadcasts

General

James H. Fassett....Supervisor of Serious Music
Larry Puck.....Supervisor of Popular Music Programs and Talent Scout
Marjorie Morrow.....Casting Director
Lucile Singleton.....In Charge of Vocalists Auditions and Record Library

Program Writing Division

Robert J. Landry....Director of Program Writing
Charles Monroe.....Acting Script Editor
Elwood Hoffman.....Script Editor
Mortimer Frankel.....Script Editor

Program Typing Division

Harriet Hess.....Supervisor of Program Typing

Sound Effects Division

Walter R. Pierson..Mgr. of Sound Effects Division
Max Uhlig.....Assistant Manager

Press Information

George Crandall....Director of Press Information
Arthur Perles.....Assistant Director
Charles F. Pekor.....Asst. to the Director
Walter Seigal..Manager of Photographic Division
Joan Lane.....Trade News Editor

Purchasing Department

John E. Forsander.....Purchasing Agent

Radio Sales Representation of Columbia Owned Stations

J. Kelly Smith.....General Manager, Chicago
Howard Meighan...Manager of Eastern Division New York
Roger K. Huston...Manager of Central Division, Chicago
Ole G. Morby.....Representative, San Francisco
Royal E. Penny.....Representative, Charlotte
Carter Ringlep.....Representative, St. Louis
Meredith Pratt.....Representative, Los Angeles

Research Department

John K. Churchill.....Director of Research
Oscar Katz.....Assistant Director of Research
Edward Reeve.....Chief Statistician

Reference Department

William C. Ackerman..Director Reference Dept.
Stanford Mirkin.....Mgr. of Program Research
Agnes Law.....Librarian

Sales Promotion and Advertising Department

Paul M. Hollister....Vice President in Charge of Advertising and Sales Promotion
John Fox.....Manager of Production
Thomas D. Connolly.....Manager of Station Promotion and Merchandising
Louis Hausman..Manager of Presentation Division
Harry O'Brien.....Art Director
Dick Dorrance....Director of Promotion Service for CBS Owned Stations

Shortwave Broadcasting and Latin American Affairs

(*For Personnel, See Page* 994)

Station Relations Department

H. V. Akerberg.....Vice President in Charge
Howard Lane.....Director of Station Relations
William A. Schudt Jr.....Eastern Div. Field Mgr.
Los Angeles Office Station Relations
Columbia Square
Edwin Buckalew, Western Division Manager
Chicago Office Station Relations
410 N. Michigan Avenue
Ralph S. Hatcher, Central Division Manager
Washington Office Station Relations
Earle Building
Edward Yocum, Washington Manager

Television Department

Worthington Miner.....Manager of Television
Gilbert Seldes....Director of Television Programs

Technical Operations Department

Henry Grossman....Dir. of Technical Operations
R. C. Thompson ....Manager of Technical Operations, Eastern Division

Traffic Department

Hugh A. Cowham.....Commercial Engineer in Charge of Traffic
A. H. Peterson.....Traffic Manager

New York City

WABC and WABC-FM, 485 MADISON AVE.
Arthur Hull Hayes.....General Manager
G. Richard Swift.....Program Director
John Field, Jr.....Sales Manager
Henry Grossman.....Chief Engineer of WABC
Jules Dundes.....Sales Promotion Manager
J. E. Doyle.....Manager of Press Information

BOSTON, MASSACHUSETTS—WEEI
182 Tremont Street

Harold E. Fellows..Mgr. New England Operations for CBS
Kingsley Horton....Assistant Manager-Director of Programs and Sales
Walter Stiles, Jr.....Director of Engineering, Sound and Transcriptions
John J. Murray.....Manager of Accounting, Personnel and Purchasing
Raymond G. Girardin....Production Manager and Assistant Program Director
Marie Houlahan....Director of Press Information
Guy C. Cunningham..Director of Sales Promotion
H. Roy Marks.....Assistant Sales Manager

CHARLOTTE, NORTH CAROLINA—WBT
Wilder Building

A. D. Willard, Jr.....General Manager
Royal E. Penny
Sales Manager and Radio Sales Representative
Charles H. Crutchfield.....Program Director
William F. Carley,...Director of Sales Promotion, Press Information and Merchandising M/S
John S. Knell,.....News Editor and Supervisor of Special Events
Edward J. DeGray
Supervisor of Accounting and Personnel
M. J. Miner.....Chief Engineer

CHICAGO, ILLINOIS—WBBM and WBBM-FM
410 North Michigan Avenue

H. Leslie Atlass.....Vice President in Charge of Central Division and General Manager of WBBM
G. L. Van Volkenburg
Assistant General Manager
Walter Preston
Acting Director of Program Department
Urban Johnson.....Chief Sound Technician
J. J. Beloungy, Manager of Technical Operations, Central Division and Chief Engineer of WBBM
J. V. McLoughlin
Accountant, Office and Personnel Manager
James Crusinberry.....News Editor
Jonathan W. Snow.....Sales Promotion Manager
George T. Case.....Assistant Program Director
Don E. Kelley.....Director of Press Information

MINNEAPOLIS, ST. PAUL, MINN.—WCCO
625 Second Avenue, South

Austin E. Joscelyn.....General Manager
Alvin Sheehan.....Assistant General Manager
H. S. McCartney.....Chief Engineer
Mary Doherty.....Accountant
Sam H. Kaufman....Manager of Sales Promotion and Director of Press Information

PACIFIC COAST
LOS ANGELES OFFICE, KNX
Columbia Square

D. W. Thornburgh..Vice President in Charage of Western Division and General Manager of KNX
Harry W. Witt.....Assistant General Manager
Charles D. Ryder, Jr.....Manager of Accounting, Personnel and Purchasing
Lester Bowman.....Mgr. Technical Operations Western Division and Chief Engineer of KNX
Clinton Jones.....News Editor
Hal Hudson.....Western Program Director
Lloyd Brownfield.....Press Information Director
Ralph W. Taylor....Manager of Sales Promotion
Fox Case.....Director of Special Features
J. Archie Morton.....Sales Manager
Ben Paley.....Production Manager
Charles E. Morin..Sales Mgr. for Pacific Network
George L. Moskovics
Eastern Sales Mgr., Pacific Network and KNX
George W. Allen
Pacific Coast Network Program Director

SAN FRANCISCO OFFICE
Palace Hotel

Wayne Steffner.....Manager

ST. LOUIS, MISSOURI—KMOX
401 South Twelfth Blvd.

Frank Falkner.....General Manager
Arthur Casey.....Assistant
Wendell B. Campbell 2nd.....Assistant Station Manager and Director of Operations
Harry Harvey.....Chief Engineer
Jerry Hoekstra.....Manager of Special Features
Robert F. DeVoe.....Supervisor of Accounting, Personnel and Office
William Zalken....Director of Press Information
David Mars
Director of Sales Promotion and Advertising
C. G. Renier.....Director of Program Sales

WASHINGTON, D. C.—WTOP
Earle Building

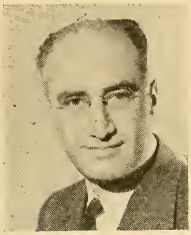
Earl H. Gammons..Director of Washington Office
Carl Burkland.....General Manager of WTOP
William D. Murdock..Assistant General Manager
Martin D. Wickett.....Program Director
Clyde Hunt.....Chief Engineer
Harry R. Crow.....Supervisor of Accounting, Personnel and Purchasing
Robert S. Wood.....Director of Special Features

Stations Owned and Operated By

COLUMBIA BROADCASTING SYSTEM

WABC, New York, N. Y.
WBBM, Chicago, Illinois
WBT, Charlotte, North Carolina
WCCO, Minneapolis-St. Paul, Minn.
WTOP, Washington, D. C.
KMOX, St. Louis, Missouri
KNX, Los Angeles, California
WEEI, Boston, Massachusetts

MUTUAL BROADCASTING SYSTEM



EDGAR KOBAK

THE war is being fought on all fronts across the seas. But it is sometimes being bought and sold on the broadcasting fronts for the wrong kind of profit far too much in a country which really has not fully experienced the tragedy and suffering of the present war.

We talk suavely about all the programs we put on the air to speed victory and to make our active and wounded service men happier, but I feel strongly that in many cases we are neither speeding victory nor making those fighting for us more happy about some of the things we assume here at home. Too often we are talking, singing, playing and dramatizing our way into the complacency our military leaders have been trying so hard to make us realize is a mortal danger.

•

This message is written in a time of great changes, yet I feel unhappily certain that by the time it reaches you our attitude will not have changed sufficiently. In talking about this speeding to victory while men are dying and undergoing hardships in a way only those who have seen combat can really know, we become entangled in a great deal of untimely activity and promotion of plans for the post-war world.

The broadcasting industry itself in a number of respects has been guilty of such premature planning. Actually, the approach of radio, in presentations of great peacetime production projects, talks of comforts for home after victory, is frequently discussed by those on the inside of the industry with a realization that peace is quite possibly nowhere nearly as close to achievement as others think. Nevertheless, much of the material which goes on the air certainly has a strong tendency to lull listeners into a false sense of security.

It's been going on too long. A service man or woman on combat duty thinks of such things and often does what a Navy chaplain recently characterized as "a well-qualified layman offering a few appropriate remarks." Maybe the fighter doesn't even do that. Maybe he just screws up his face and says nothing with a feeling of bitterness.

•

The man in combat sometimes thinks of what we have been so casually describing as a post-war world when he has the moment of leisure which often doesn't come for weeks at a time. Of course he wants a world such as he knew to come back to.

Some of them were thinking of the life they might remake for themselves as they sat in canteens and read the newly begun post-war features in the Army newspaper, "Stars and Stripes," discussing from a fundamental standpoint, post-war civil aviation, housing, farming and education. But they well knew what tragedy was being created a few miles from them, and that "post-war" was a thing hard of achievement.

•

What's the use of building and sustaining a broadcasting industry if we lose the war? It still is possible to lose, even if at best through an unfortunate peace compromise.

How, then, will we be able to give those men who were lucky enough to come back, the jobs in an industry stultified because we were at least partially defeated?

How much does it mean for a broadcaster to tell the public what he is contributing in the way of programs toward winning the war? The public may some time awake with an unpleasant start and at an unpleasant time and remember that it was misled.

We need to be sobered up a bit. We need to forget about the immediate personal gain and think more of really winning the war instead of talking about it. We'd better start thinking about the actual price of victory so that broadcasters can blow their triumphal horns when we really win it and he able to give jobs to the men who fight for a better life for us all.

MUTUAL BROAD

NETWORK FACILITIES
AS OF MAR. 1, 1945

CASTING SYSTEM

MUTUAL BROADCASTING SYSTEM

NETWORK FACILITIES
AS OF MAR 1, 1945

MUTUAL Broadcasting System

Executives and Staff
1440 Broadway, New York 18, N. Y.
Phone, PEnnsylvania 6-9600

Officers of the Corporation

Alfred J. McCosker
New York, Chairman of the Board

Edgar Kobak
New York, President and General Manager

Theodore C. Streibert
New York, Executive Vice-President

Lewis A. Weiss
Hollywood, Executive Vice-President

J. E. Campeau.....Detroit, Vice-President

Robert D. Swezey...New York, Vice-President and Assistant General Mgr.

Phillips Carlin .....New York, Vice-President in charge of Programs

Z. C. Barnes. Vice-President in charge of Sales

Carl Haverlin
Vice-President in charge of Station Relations

E. M. Antrim.....Chicago, Secretary

J. E. Wallen.....New York, Treasurer

Board of Directors

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E. M. Antrim.....WGN, Chicago
Hope E. Barroll, Jr.....WFBR, Baltimore
Willet H. Brown.....Don Lee, Hollywood
J. E. Campeau.....CKLW, Detroit
Chesser Campbell .....WGN, Chicago
H. K. Carpenter.....WHK, Cleveland
Benedict Gimbel, Jr.....WIP, Philadelphia
Leonard Kapner .....WCAE, Pittsburgh
Alfred J. McCosker
WOR, New York, CHAIRMAN
John Shepard III.....Yankee Network, Boston
Theodore C. Streibert.....WOR, New York
Lewis Allen Weiss.....Don Lee, Hollywood

Executive Committee

Edgar Kobak .....MBS, New York
Chesser Campbell .....WGN, Chicago
H. K. Carpenter.....WHK, Cleveland
John Shepard III.....Yankee Network, Boston
Theodore C. Streibert.....WOR, New York
Lewis Allen Weiss.....Don Lee, Hollywood

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak
President and General Manager

Robert D. Swezey.....Vice President and Assistant General Manager

Accounting Department

James E. Wallen.....Controller
James Burk.....Assistant Controller
George Ruppel.....Auditor

Legal Staff

Louis G. Caldwell.....Washington, D. C.
Andrew C. Hamilton.....Chicago
Emanuel Dannett .....New York

Program Department

Phillips Carlin .....Vice-President in Charge of Programs

Adolph Opfinger .....Program Director

Harold Wagner ...Assistant Program Director

Bob Novak ....Commercial Program Manager

Edwin T. Otis.Commercial Program Supervisor

John Newhouse .....Night Program Manager

Floyd Mack .....Night Program Supervisor

Tom Slater .....Director of Special Features and Sports

John Whitmore ...Manager of News Division

Edward Pettitt .....Broadcast News Editor

John Thornton .....Bureau Chief, Pacific Area Headquarters

Publicity Department

Jim O'Bryon .....Publicity Director

Sales Department

Z. C. Barnes
Vice-President in Charge of Sales

Robert Somerville....Assistant to Z. C. Barnes

D. R. Buckham.....Eastern Sales Manager

Torrence Danley ...Manager of Sales Service

Sales Promotion and Reasearch

Robert A. Schmid.....Director of Sales Promotion and Research

Peter Zanphir .....Assistant Director of Sales Promotion & Research

Harold Coulter
Manager of Audience Promotion

Richard Puff .....Manager of Research

Arnold Roston .....Art Director

James Tyler .....Advertising Director

Station Relations

Carl Haverlin .....Vice-President in Charge of Station Relations

Charles Godwin....Assistant to Carl Haverlin

Leslie L. Learned
Manager of Engineering Traffic

James Mahoney .....Manager of Western Division, Station Relations

Jerome Sill .....Manager of Eastern Division, Station Relations

Lewis Tower .....Station Traffic Supervisor

Dorothy Driscoll....Manager of Station Traffic

Paul Hancock .....Statistician

Theater Management

Harry Miller ..Director of Theatre Operations

Chicago Staff

441 North Michigan Ave., Chicago,
Phone—Whitehall 5060

Adolph N. Hult.....Western Sales Manager

Carroll Marts
Midwestern Sales Service Manager

Gilbert McClelland..Sales Promotion Manager

Myrtle Goulet .....Station Traffic Supervisor

Washington Staff

1627 K Street, N.W., Washington, D. C. (6)
Phone—Metropolitan 0012

Charter Heslep ...Washington Representative in Charge of Operations

MBS Foreign Correspondents

Milton Bracker .....Rome

David Brown .....Rome

Bob Brumby .....China

Sidney Fine .....Russia

Edmund Franke .....(Engineer) Pacific

Royal Arch Gunnison.....Philippines

Ted Hoskins .....Cairo and Athens

Seymour Korman .....France

Arthur Mann ...France, Belgium, and London

Jack Mahon.....Pacific

Leslie Nichols .....Pacific

Arthur Primm .....Honolulu

Norman Paige .....Honolulu

John Steele .....London

John Thompson .....France

Arthur Veysey .....Sydney

Alfred Wagg .....India

Advertising COVERAGE Should Parallel DISTRIBUTION

Straight-thinking advertising men know, to get the most from every advertising dollar, COVERAGE must parallel DISTRIBUTION.

Rand McNally divides the United States into 366 Wholesale Trading Areas. In each area is one central city, whose wholesalers distribute consumer goods not only within that metropolitan zone, but also to the intermediate cities and rural areas surrounding them.

For example, Cincinnati is the wholesale "funnel" for 25 counties in Ohio, Indiana and Kentucky. 63.6% of its consumers live *outside* the central city zone, in 19 intermediate cities of 2500 population or more, and in the rural environs. These people buy 52.6% of Cincinnati's total food sales, 45.8% of Cincinnati's total drug sales, 46.3% of Cincinnati's total sales of all goods at retail.

Unless your advertising covers the intermediate cities and rural territories whose source of wholesale supply is Cincinnati, as thoroughly as it covers Cincinnati's city zone, you may be failing to give adequate sales impetus to as much as half of the goods you ship into Cincinnati warehouses.

According to the 1944 Hooper continuing measurement studies, WLW delivers 50.3% of the nighttime audience in metropolitan Cincinnati—*plus* 55.8% of the audience in 19 intermediate cities, and 59.4% of the rural audience in the entire Trading Area.

There are 37 of these recognized Trading Areas in the four-state Merchandise-able Area of WLW-Land, and they represent a consumer goods market of $3,300,105,000 annually.*

Parallel *thorough* DISTRIBUTION with *thorough* Advertising COVERAGE in this 3 billion dollar market, with one station, at one cost—probably the most efficient advertising buy in America.

**The Market Data Book.*

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

NATIONAL BROADCASTING COMPANY

NILES TRAMMELL

THE broadcasting industry rendered a more significant service to the American public during 1944 than in any previous year in its history. For this was the third and most momentous year of the war and also the year of a presidential election. Day by day radio brought news from the fighting fronts and covered the political campaigns — with promptness, accuracy and thoroughness. It informed and inspired those at home to fulfill their responsibilities in the cause of victory.

Reportorial Staff

World-wide news coverage was maintained by NBC's staff of fifty-seven reporters and commentators stationed in all parts of the world. At 12:41 A.M. on June 6th, when the first invasion flash was received, the NBC news staff had been ready for months to cover the momentous happenings of that day. NBC reporters accompanied the invasion forces to Normandy by sea and air, landed on the beaches and stayed with the troops as they moved through Normandy and Brittany across France and into Germany. NBC was similarly represented in the first B-29 raid over Japan and in the Philippine landings.

During the year, roughly 1200 hours on 2700 network programs were devoted solely to the war effort. The famous Army Hour, now in its third year, brought to millions of American homes every Sunday afternoon the Army's own first-hand reports of its activities of every front. NBC programs, both commercial and noncommercial, provided valuable support for the Fourth, Fifth and Sixth War Loan Drives, for the Red Cross and for a multitude of other home-front activities.

Headed by Maestro Arturo Toscanini, the NBC Symphony Orchestra — the world's first full-size, full-time symphony orchestra created especially for broadcasting—launched its eighth consecutive year over the NBC network.

The war-time need of the nation for spiritual comfort was reflected during 1944 in an increase in the scope and variety of NBC religious programs. Of deep significance was the first broadcast of a Jewish religious service from Nazi Germany, which was presented by NBC shortly after the fall of Aachen in late October.

At the year-end, the NBC network comprised a total of 149 stations, compared with 142 at the end of 1943. Six stations are owned by NBC; the remaining 143 are independently owned and are associated with NBC in a contractual relationship.

Program Service

The National Broadcasting Company, the senior of America's four national network organizations, maintained its position of leadership in program service.

During the evening hours of two momentous days of 1944—D-Day, June 6th, and Election Day, Novmeber 7th—the total radio listening audience was more than 50 per cent above normal. Impartial surveys revealed that a far greater audience was tuned to NBC stations than to those of any other network.

The growing importance of television as a great post-war art and industry was reflected in the increase and diversity of television programs put on the air by NBC's pioneer New York station, WNBT.

Tele For Hospitals

Fifty-five television receivers have been installed in nine Army and Navy Hospitals in New York City and vicinity. Television programs of all types, particularly boxing bouts, are greatly enjoyed by the patients. The average audience per hospital television receiver is 35. On Election night, when visual reports and tabulations of the election returns were broadcast by television, a checkup of television sets in use showed that an average of eight persons gathered in front of ecah home receiver.

During 1944 approximately 425,000 visitors took the guided tour of the NBC New York studios. The total number of visitors during the eleven years since the NBC tours were inaugurated passed the five-million mark in October.

NATIONAL BROAD

NETWORK FACILITIES
AS OF JAN. 1, 1945

CASTING COMPANY

NATIONAL BROADCASTING COMPANY

NETWORK FACILITIES
AS OF JAN. 1, 1945

NATIONAL
Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, CIrcle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland
Braun, Arthur E.
Cutler, Bertram
Dunn, Gano
Folsom, Frank M.
Harbord, James G.
Harden, Edward W.
McGrady, Edward F.
Millhauser, DeWitt
Mullen, Frank E.
Nally, Edward J.
Sarnoff, David
Trammell, Niles

ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.
Belmont, Mrs. August
Coffin, Henry Sloan
Compton, Karl
Damrosch, Walter
Davis, John W.
Farrell, Francis D.
Green, William
Harbord, James G.
Notestein, Mrs. Wallace
Sarnoff, David

Officers

Sarnoff, David.....Chairman of the Board
Trammell, Niles.....President
Mullen, Frank E., Vice-President & General Manager
Ashby, A. L....Vice-President & General Counsel
Egner, C. Lloyd.....Vice-President
Hanson, O. B.....Vice-President
Hedges, William S.....Vice-President
Kopf, Harry C.....Vice-President
Menser, Clarence E.....Vice-President
Royal, John F.....Vice-President
Russell, Frank M.....Vice-President
Strotz, Sidney N.....Vice-President
Witmer, Roy C.....Vice-President
MacDonald, John H., Vice-President in charge of finance
Teichner, R. J.....Treasurer
MacConnach, Lewis.....Secretary
Pfautz, C. E.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles.....President
Mullen, Frank E.,
Vice-President & General Manager
Almonte, J. deJara.....Assistant to President
MacDonald, John H.,
Vice-President in Charge of Finance
Morgan, Clayland T.....Assistant to President
Heath, Horton H.....Assistant to
Vice-President & General Manager

Advertising & Promotion Department

Hammond, Charles P.....Director
Rumple, Barry T.....Manager, Research Division
Gaines, James M.....Assistant Director
Forrest, Arthur L.
Manager, Public Service Promotion
Cusack, Parmelee.....Art Director
Nelson, James H.,
Manager, Network Sales Promotion
Samuels, Hartley L..Manager, Program Promotion
Vaill, Charles B. H...Manager, WEAF Promotion

Continuity Acceptance Department

Mason, Joseph.....Manager

Controller's Department

McKeon, Harry F.....Controller
Kelly, Harold M.....Assistant Controller
McGeachie, Hugh R.....Assistant Controller

Engineering Department

Henson, O. B.,
Vice-President & Chief Engineer
Clarke, William A...Manager, Technical Service
Guy, R. F.....Radio Facilities Engineer
McElrath, George.....Operations Engineer
Rackey, C. A.,
Audio & Video Facilities Engineer
Shelby, R. E.....Development Engineer
Wankel, F. A.....Eastern Division Engineer

Finance Department

Myers, J. Robert.....Budget Officer

General Service Department

Lowell, Edward M.....Director
Monohan, George
Manager of Protection Division

Guest Relations Department

Mack, Lathrop.....Manager
Walker, Albert.....Assistant Manager
Wahlstrom, John.....Executive Asst. Mgr.
Ervin, William.....Asst. Manager
Skutch, Ira.....Asst. Manager

Information Department

Barnard, Anita
Manager of Correspondence Division

International Shortwave Department

Bate, Fred.....Manager

Television Department

Royal, John F.....Vice-President in Charge
Williams, John T.....Business Manager
Kelly, N. Ray..Manager of Production Facilities

Legal Department

Ashby, A. L...Vice-President & General Counsel
King, John P.....Attorney
Ladner, Henry.....Asst. Gen. Counsel
McCrossin, Edward J.....Attorney-Chicago
Olliphant, S. R.....Attorney
Tatum, Donn B.....Attorney-Hollywood
Hurt, Willson I.....Attorney-Denver
Wright, Gordon, Zachry, Parlin & Cahill
New York & Washington Counsel

National Spot Sales Dept.

McConnell, James V.....Manager
Roux, William.....Assistant Manager
Tilenius, William O.....Assistant Manager

Network Sales Department

Witmer, Roy C.....Vice-President in Charge
Frey, George H.....Sales Service Manager
Greene, F. Melville.....Sales Traffic Manager
Hitz, Edward R..Asst. to Vice-President in Charge
Showerman, I. E.....Eastern Sales Manager

News & Special Events Dept.

Brooks, William.....Director
Meyers, Joseph
Manager in Charge of Special Events
Schneider, Adolph..Acting Manager of Operations

Personnel Department

de la Ossa, Ernest.....Personnel Director

Press Department

Eiges, Sydney H.....Manager
Knode, Tom.....Assistant Manager

Program Department

Menser, Clarence L....Vice-President in Charge
Robb, Arch.....Night Program Manager
Belviso, Thomas H.....Manager, Music Library
Black, Frank .....General Music Director
Brainard, Bertha.....Assistant to Vice-President, Manager Program Sales
Murphy, Winifred..Supervisor of Booking Office
Provost, de Lancey.Assistant to Manager, WEAF
Sniffin, Evelyn.....Supervisor of Business Office
Chotzinoff, Samuel..Manager of Music Division
Damrosch, Walter.....Music Counsellor
Kelly, Patrick J.....Supervisor of Announcers
Knopfke, Frederick G.....Sound Effects Manager
McGray, Thomas.....Eastern Program Manager
Stern, William.....Director of Sports
McDonagh, Richard .....Manager of Script
Wright, Wynn.....National Production Manager

Public Service Department

Angell, James Rowland..Public Service Counselor
Herrick, Dwight .....Manager
Chase, Gilbert .....Specialist, Latin American Music and Literature
Cuthbert, Margaret .....Director of Women's & Children's Programs
Fisher, Sterling.....Asst. Pub. Serv. Counselor
Jordan, Max....Director of Religious Broadcasts
Wagner, Jane.....Director, Home Economics
Corwith, Doris.....Assistant to Manager

Radio Recording Department

Egner, C. Lloyd.....Vice-President in Charge
Cloutier, Norman Manager of Thesaurus Programs
Davison, Walter B., Assistant Sales Manager-Agencies
Hamilton, Morris.....Program Manager
Friedheim, Robert W.....Eastern Sales Manager
Hayes, Henry....Asst. to V.-P., Office Manager
Parsons, Willis B. .....Asst. Sales Manager and Sales Promotion Manager

Stations Departments

Hedges, William S..V.-P. in Charge of Stations
Woolley, Easton C.....Asst. to Vice-President
Hickox, Sheldon B., Jr...Mgr. of Station Relations
Mathew, Steere....Asst. Mgr. Traffic Dept. & Supervisor Commercial Traffic
Woodman, Harry A.....Mgr. Traffic Dept.
Merryman, Philip I., Facilities Development & Research

Central Division—Chicago

Merchandise Mart
Postal District, Chicago 54.
Phone: Supervisor 8300

Kopf, H. C.....Vice-President & Manager
Carlson, Emmons C. Sales Promotion & Adv. Manager
Chizzini, Frank....Manager of Radio Recording
Drips, William Agricultural Public Relations Representative
Livezey, Henry D....Manager of Guest Relations
Ray, William B.....Mgr. News & Special Events
Danielson, Eric.....Program Traffic Supervisor
Guilbert, Robert M...Continuity Acceptance Mgr.
Herbuveaux, Jules.....Program Manager
Kaney, A. W.....Manager Stations Relations
Kendall, Robert Program and Talent Sales Mgr.
Luttgens, Howard C.....Division Engineer
McCluer, Paul.....Network Sales Manager
McCrossin, Edward J.....Attorney
Morton, Oliver National Spot & Local Sales Mgr.
Ryan, Jack.....Manager of Press Relations
Waller, Judith C.....Director, Public Service
Murphy, William J.....Script Manager
Whalley, John F.....Auditor and Office Mgr.

Western Division—Hollywood

Sunset Blvd. & Vine St.
Postal District 28
Phone: Hollywood 6161

Strotz, Sidney N.....Vice-President in Charge
Berend, Frank.....Sales Manager
Bock, Harold.....Manager, Press Dept.
Dellett, F. V.....Auditor
Ford, Frank Sales Promotion & Adv. Manager
Frost, Lewis Asst. to Vice-Pres. & Program Mgr.
Gale, Paul.....Traffic Manager
Tatum, Donn B.....Attorney
Pierce, Jennings Dir. of Public Service & Station Relations
Robb, Alex Program, Talent Sales & Package Sales Manager
Norman, Donald....Manager, National Spot Sales
Hale, Evelyn.....Guest Relations Manager
Turner, Oscar.....Radio Recording Manager
Wiley, Howard.....Production Manager
Donald Hourath.Continuity Acceptance Manager

San Francisco

Elwood, John.....Manager, KPO

Washington, D. C.

Trans-Lux Bldg.

Phone: Republic 4000

Russell, Frank M.....Vice-President in Charge
Goldenstroth, R. G.....Auditor
Cooper, Donald H....Acting Engineer in Charge
Glascock, Mahlon.....Sales Manager
McAndrews, Wm. R...Dir. News & Special Events
Wheeler, George.....Assistant Manager
Shawn, Fred.....Program Manager
Smith, Carleton D.....Manager

Operated Stations

CLEVELAND, OHIO
Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.
MacPherson, James R., Manager, Station KOA
WASHINGTON, D. C.
Smith, Carleton D., Manager, Station WRC
SAN FRANCISCO, CALIF.
Elwood, John W., Manager, Station KPO

Treasurer's Department

Teichner, R. J.....Treasurer
Bloxham, William D.....Purchasing Agent
Terwilliger, C. G.....Mgr. Credit & Collections
Williams, William A.....Assistant Treasurer

Commentators, Correspondents and Newscasters

ADMINISTRATIVE STAFF

William F. Brooks
Director of News and Special Events
Francis C. McCall
Manager of Pacific Operations
Adolph Schneider
News Editor; Acting Manager of Operations
Joseph Meyers
Assistant Manager for Special Events
Ann Gillis.....Assistant to the Director
William McAndrew
Washington Newsroom Manager
Edward Wallace ..Cleveland Newsroom Manager
William B. Ray.....Chicago Newsroom Manager
Carl Mehl .....Denver Newsroom Manager
Joseph Alvin..Western Division News Manager
Charles Cooney
San Francisco Newsroom Manager
Stanley P. Richardson.....London Manager

NEW YORK—H. V. Kaltenborn, John W. Vandercook, Robert St. John, Lowell Thomas, W. W. Chaplin, Don Goddard, Don Hollenback, Cesar Saerchinger, Lyle Van, C. F. McCarthy, Harold Fleming, Clyde Kittell, Roy Porter, Max Hill and James Stevenson.

WASHINGTON — Richard Harkness, Morgan Beatty, Leif Eid, Henry C. Cassidy, Kenneth Banghart, Don Fisher, Raine Bennett, Robert McCormick.

CLEVELAND—Edward Wallace.

CHICAGO—Alex Dreier and Clifton Utley.

SAN FRANCISCO—Elmer Peterson and Larry Smith.

HOLLYWOOD—Sam Hayes, Art Baker and Fleetwood Lawton.

LONDON & WESTERN FRONT — Edwin Haaker, John MacVane (3rd Army), Merrill Mueller (Eisenhower Hq.), David Anderson (British 21st Army), James Cassidy (1st Army), Chester Morrison (London), Wright Bryan (Captured—in Germany), and Ruth Cowan.

SOUTH PACIFIC—George Folster and Owen Flaherty.

CENTRAL PACIFIC—John Cooper, James Wahl and Wilson K. Foster.

MOSCOW—Robert Magidoff, Eddie Gilmore and Daniel DeLuce.

CHUNGKING—Spencer Moosa.

BUENOS AIRES—Stanley Ross.
ROME—Grant Parr.
STOCKHOLM—Bjorn Bjornson.
BERNE—Paul Archinard.
CAIRO—Guthrie Janssen.

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC

KEYSTONE Broadcasting System

Headquarters

580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President ..... Michael M. Sillerman
Vice-President ..... Arthur Wolf
Vice-President ..... William Wolf
Secretary-Treasurer ..... Sidney J. Wolf
Director ..... Joseph Bayer

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

President ..... Michael M. Sillerman
Director of Station Relations.....Mort Adams
Sales & Promotion Consultant....Alvin Austin
Statistician ..... Irene Douglas
Office Manager ..... Rosita Seale
Account Executive ..... Albert F. Dykes
Account Executive ..... Noel A. Rhys

Chicago

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer.....Sidney J. Wolf
Accountant ..... Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers

Hollywood

6331 Hollywood Blvd.
Hollywood, Calif.
Phone, Hollywood 5338

Program Director ..... Elaine N. Gonda

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 210 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of 28 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.

LOST—YESTERDAY

FCC figures show that about one-third of the nation—in small town and rich rural "Beyond-Metropolitan" areas—receives unsatisfactory coverage, or none at all, from major wired network stations. Therefore, these millions of listeners were lost to national advertisers—"national" in theory but not in fact. Then came KBS.

KEYSTONE NETWORK

FOUND—TODAY

National advertisers now reach these lost millions via the Keystone transcription network. For Hooper surveys* prove that the vast majority of people in the significant "Beyond-Metropolitan" areas surveyed listen predominantly to their own local Keystone stations. KBS delivers this huge NEW mass of audience at the lowest cost per actual listener in history. Join the leading national advertisers now extending their network programs to KBS markets.

*Detailed survey on request.

THIS IS THE KEYSTONE

GREATER-TOMORROW

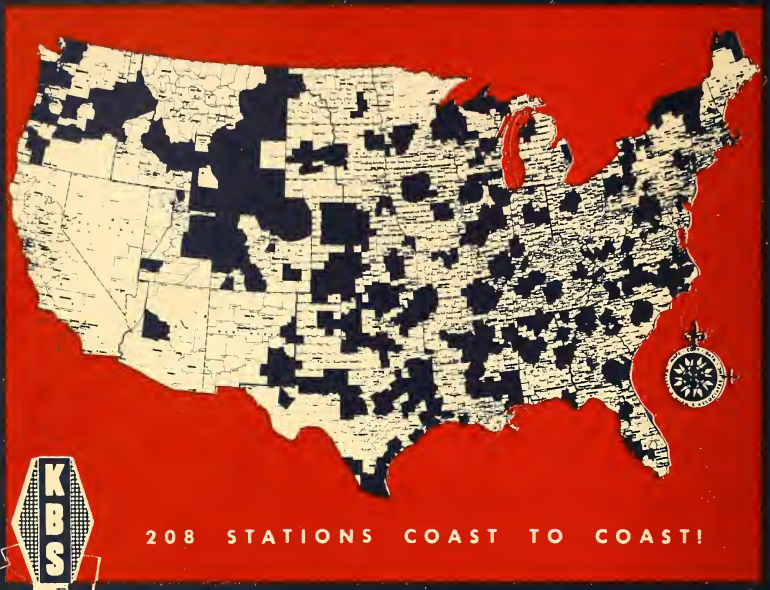
"Beyond-Metropolitan" America will continue and expand its present all-time-high prosperity. Says distribution chief Nelson A. Miller, Dep't. of Commerce, "In the post-war competitive market . . . the small town and rural market must be brought into selling programs in a big way, fully in proportion to its size and improved quality."

ONLY Keystone affords radio advertisers exclusive network coverage in this indispensable sector of the nation.

KBS

BROADCASTING SYSTEM

THIS IS "BEYOND-METROPOLITAN" AMERICA



KBS

STREAMLINED!

- ONE OPERATION INSTEAD OF 208
- ONE TIME ORDER
- ONE TIME CLEARANCE
- ONE SCHEDULE
- ONE MECHANICS OPERATION
- ONE SOURCE FOR AFFIDAVITS
- ONE INVOICE

Let the KBS representative tell you the complete story. KEYSTONE BROADCASTING SYSTEM, Inc., New York City 19, Chicago 2, Hollywood 28

KEYSTONE NETWORK

REGIONAL NETWORKS

Arizona Broadcasting Co.

(ABC Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

President.....R. B. Williams
Manager .....Dick Lewis
Commercial Manager.....Dick Heath
Promotion Manager.....L. D. Bradbury

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott.

BRANCH OFFICE

48 East Broadway, Tucson, Ariz.
Phone 3703
Executive In Charge.....R. B. Williams

NATIONAL REPRESENTATIVE

Paul H. Raymer Company

★

The Arizona Network

836-838 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson
Program Manager.....J. R. Williams
Commercial Manager.....John L. Hogg
KTUC Manager.....Lee Little
KSUN Manager.....Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth, Minn.

PERSONNEL

General Manager.....W. C. Bridges
Director of Operations....H. E. Westmoreland
Promotion Manager.....H. H. Sonnenburg
WMGF Manager.....Harry Hyett
WHLB Manager.....Greg Rouleau

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire; WJMC, Rice Lake.

REPRESENTATIVE

George P. Hollingbery Co.

★

Connecticut State Network

270 Atlantic St., Stamford, Conn.
Phone: Stamford 3-0747

PERSONNEL

President.....Harold H. Meyer
Director .....Glover DeLaney
Director .....Ivon Newman
Director.....Richard Davis
Director .....Sam Elman
Director.....Levon Thomas

STATIONS

WNAB, Bridgeport; WATR, Waterbury; WSRR, Stamford; WNLC, New London; WELI, New Haven; WTHT, Hartford.

REPRESENTATIVES

Helen Wood, New York
Bertha Bannan (Boston)

★

Daniel Boone Regional Network

410 State St., Bristol, Tenn.-Va.
Phone: Dial WOPI

PERSONNEL

President & Gen. Mgr., WOPI...W. A. Wilson
WKPT General Manager.....Jess Swicegood

STATIONS

WOPI, Bristol, Tenn.-Va.; WISE, Asheville, N. C.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Burn-Smith Co. (New York and Chicago)
Harry E. Cummings (Jacksonville, Fla.)

★

Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.
Phone: Hollywood 8111
San Francisco office: 1000 Van Ness Ave.

PERSONNEL

President.....Thomas S. Lee
V-P & General Manager....Lewis Allen Weiss

V-P & Assistant General Manager
Willet Brown
General Sales Manager.....Sydney Gaynor
Assistant Gen. Sales Mgr..Henry Gerstenkorn
Exec. Asst. in Production.....Pat Campbell
Publicity Director.....Fair Taylor
News Editor.....Les Mawhinney

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo; KHJFM, Hollywood; W6XOA (Television station), Hollywood.

Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria; KUIN, Grants Pass; KWIL, Albany; KSLM, Salem.

Northwest (Washington): KMO, Tacoma; KIT, Yakima.

KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane; KMO, Tacoma; KUJ, Walla Walla; KIT, Yakima.

Idaho: KRLC, Lewiston; KWAL, Wallace.

Supplementary: KGMB, Honolulu, Hawaii; KHBC, Hilo, Hawaii; CKWX, Vancouver, B. C.

NATIONAL REPRESENTATIVE
John Blair & Co.

★

Georgia Broadcasting System

(Selling Group; not available as a network)
P. O. Box 270, Columbus, Ga.
Phone: Columbus 2-0601

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

NATIONAL REPRESENTATIVE
Spot Sales, Inc.

★

Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

Associate Manager (WGST).....Frank Gaither
General Manager (WTOC.....W. T. Knight
General Manager (WMAZ).....Wilton E. Cobb

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE
The Katz Agency

★

Intermountain Network

Hotel Ben Lomond, Ogden, Utah
Phone: 5721

PERSONNEL

General Manager.....George C. Hatch
Sales & Gen. Manager.. .Lynn L. Meyer
Production Manager.....Kenyon Bennett
Chief Engineer.....D'Orr Cozzens

STATIONS

KLO, Salt Lake City, Ogden; KVNU, Logan, Utah; KOVO, Provo; KEUB, Price; KVRS, Rock Springs, Wyo.; KID, Idaho Falls, Idaho.

BRANCH OFFICES
248 S. Main St., Salt Lake City, Utah
Phone: 4-1843

Gen. Sales Manager.....Lynn L. Meyer

REPRESENTATIVE
Joseph Hershey McGillvra, Inc.

★

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.
Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis
Program Co-Ordinator.....John Wahlstedt

EXECUTIVE COMMITTEE

Robert Lindsey (KFBI); Bob Laubengayer (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

★

The Lone Star Chain

806 Tower Petroleum Bldg., Dallas (1)
Riverside 5663

PERSONNEL

Chairman of Operating Committee.O. L. Taylor
Managing Director.....Clyde B. Melville

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; KTSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFYO, Lubbock.

NATIONAL REPRESENTATIVES
Taylor-Howe-Snowden Radio Sales

★

Maryland All-Home Network

10 East North Ave., Baltimore 2, Md.
Phone: Mulberry 1300

PERSONNEL

Director of National Sales
Andrew H. Hilgartner
Director of Local Sales.....William S. Pirie

STATIONS

WFBR, Baltimore, Md.; WBOC, Salisbury, Md.; WJEJ, Hagerstown, Md.

NATIONAL REPRESENTATIVES
John Blair & Co.

★

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL
General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Technical Director.....J. E. Mathiot

STATIONS
WDEL, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.

NATIONAL REPRESENTATIVE
Paul H. Raymer Co.
Radio Advertising Co.

★

Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.
Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL
President.....George W. Trendle
Gen. & Comm. Mgr.....H. Allen Campbell
Adv. & Sales Prom. Mgr...Lambert B. Beeuwkes

STATIONS
WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Saulte Ste. Marie; WDBC, Escanaba; WDMI, Marquette; WHDF, Calumet; WJIM, Lansing; WKBZ, Muskegon.

REPRESENTATIVE
Paul H. Raymer Co.

★

McClatchy Beeline

708 Eye St., Sacramento 4, Cal.
Phone: Sacramento 25011

PERSONNEL
President.....Eleanor McClatchy
National Sales Mgr.....Robert A. Street

STATIONS
KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.; KFBK, Sacramento, Cal.; KWG, Stockton, Cal.; KOH, Reno, Nev.

REPRESENTATIVE
Paul H. Raymer Company

★

Mississippi Broadcasters Association

Hewes-Martin Building, Gulfport, Miss.
Phone,

PERSONNEL
President.....Hugh O. Jones, WGCM, Gulfport
Vice-President..Hugh M. Smith, WAML, Laurel
Secretary-Treasurer
Emmet H. McMurry, WJPR, Greenville

DIRECTORS
P. K. Ewing, Jr., WMIS, Natchez, Miss.; W. P. Harris, WJOX, Jackson, Miss.; Bob McRaney, WCBI, Columbus, O.; L. M. Sepaugh, WSLI, Jackson, Miss.; C. J. Wright, WFOR, Hattiesburg, Miss.

★

New England Regional Network

26 Grove St., Hartford, Conn.
Phone: Hartford 2-3181

PERSONNEL
Chairman.....Paul W. Morency
Lee B. Wailes, John J. Boyle, Wm. H. Rines.

STATIONS
WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

REPRESENTATIVE
Weed & Company

★

North Central Broadcasting System, Inc.

E-622 First National Bank Bldg., St. Paul, Minn.
Phone: Cedar 8579

PERSONNEL
President.....John W. Boler
Vice-President & Gen. Mgr.....Donn Clayton
Secretary .....E. Iverson
Comptroller .....F. Tibeau
Merchandise Mgr.....B. H. Onde

STATIONS
KVFD, Fort Dodge, Ia.; WJMS, Ironwood, Mich.; KATE, Albert Lea, Minn.; KVOX, Fargo-Moorhead, Minn.; KGDE, Fergus Falls, Minn.; WMFG, Hibbing, Minn.; WLOL, Minneapolis-St. Paul, Minn.; WHLB, Virginia, Minn.; KWLM, Willmar, Minn.; KWNO, Winona, Minn.; KGCU, Bismarck-Mandan, N. D.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D.; WATW, Ashland, Wisc.; WEAU, Eau Claire, Wisc.; WDSM, Superior, Wisc.; WHDF, Calumet, Mich.; WDBC, Escanaba, Mich.; WDMJ, Marquette, Mich.; KOVC, Valley City, N. D.; KELD, Sioux Falls, S. D.; KSOD, Sioux Falls, S. D.; KOBH, Rapid City, S. D.; KTRI, Sioux City, Iowa; KFJB, Marshalltown, Iowa; KRDS, Clinton, Iowa; KDTH, Dubuque, Iowa; KICD, Spencer, Iowa.

BRANCH OFFICE
360 N. Michigan Ave., Chicago, Ill.
8 East 41st St., New York, N. Y.

★

Northern Broadcasting & Publishing, Ltd.

Thomson Bldlg., Timmins, Ont., Canada
Phone: 500

PERSONNEL
President.....R. H. Thomson

Secretary-Treasurer.....S. F. Chapman
Manager (CKGB).....H. Freeman
Manager (CJKL).....C. Chambers
Manager (CFCH) .....Cliff Pickrem
Manager (CHEX).....H. Cooke
Manager (CKWS).....J. Davidson

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
Manager .....R. Leslie
1010 University Tower, Montreal, Quebec
Manager.....Roy Hoff

★

Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone, Cedar 5511
Sales Office: c/o KSTP, Radio City, Minneapolis 2, Minn.
Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Ray C. Jenkins

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE
Edward Petry & Co.

★

The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE
Taylor-Howe-Snowden Radio Sales

★

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.
Phone: 2-3291

PERSONNEL

General Manager (KOMA).....Kenyon Brown
Sales Prom. Mgr.....Webster L. Benham, Jr.
Dir. of Programs & News.....Bill Bryan
Chief Engineer.....M. W. Thomas
Production Manager.....Paul Buenning

STATIONS

KOMA, Oklahoma City; KTUL, Tulsa; KWFT, Witchita Falls, Texas.

NATIONAL REPRESENTATIVE
Free & Peters, Inc.

★

Pacific Broadcasting Co.

914 Broadway, Tacoma 1, Wash.
Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
Traffic Manager.....John K. Clarke
Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJI, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene; KAST, Astoria; KWIL, Albany; KBND, Bend; KSLM, Salem, Ore.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KFIO, Spokane; KRKO, Everett; KXRO, Aberdeen; KWLK, Longview; KUIN, Grants Pass; KVU, Walla Walla.

Idaho: KWAL, Wallace; KRLC, Lewiston.

Canada: CKWX, Vancouver, B. C.

REPRESENTATIVE
John Blair & Co.

★

The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.
Phone Locust 7700

PERSONNEL

General Manager.....Leon Levy
Asst. Manager.....P. J. Sharkey
Technical Director.....George Lewis

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

Quaker Network

WFIL, Widener Bldg., Philadelphia, Pa.
Phone; Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....John C. McCormack

★

Southern Minnesota Network

101 N. Second St., Mankato, Minn.

PERSONNEL

KYSM Manager.....John F. Meagher
KROC Manager.....Gerald Wing
KATE Manager.....Ed. L. Hayek

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.

NATIONAL REPRESENTATIVE
John E. Pearson Company

★

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
Manager (WBAP).....George Cranston
Manager (WOAI).....Hugh A. L. Halff
Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas 2; WBAP, Fort Worth 2; WOAI, San Antonio 6; KPRC, Houston 2.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

★

Texas State Network

1201 West Lancaster Ave., Fort Worth 1, Texas
Phone: 3-9363

PERSONNEL

President.....Gene L. Cagle
General Manager.....Gene L. Cagle
Assistant General Manager...Frances Griffith
Program Director.....Boyd Kelley
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Forrest Clough
Merchandising Director.....L. R. Duffy
Chief Engineer.....Truett Kimzey
Musical Director.....Frances Kay

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KABC, San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRD, Longview; KMAC, San Antonio; KBWD, Brownwood.

NATIONAL REPRESENTATIVE
Weed & Co.

★

The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina
Phone 6411

PERSONNEL

President.....Fred Fletcher, WRAL
Secretary.....Harry Bright, WGBR
Treasurer.....Allen Wannamaker, WGTM
Program Director.....Ray Reeve
Sales Manager.....Raymond Cobb
Vice-President.....Louis Howard, WHIT

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.; WHIT, Greenville, N. C.

NATIONAL REPRESENTATIVES
The Walker Company

★

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
Phone: 3032

PERSONNEL

Manager.....Philip P. Allen
Traffic Manager.....Catherine Gleason
Engineer.....John Orth

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

REPRESENTATIVE
Philip P. Allen

★

West Virginia Network

CHARLESTON BROADCASTING CO.
1016 Lee St., Charleston, W. Va.
Phone: 28-131

PERSONNEL

President.....John A. Kennedy
Managing Director & V.P...Howard L. Chernoff
Sales Manager.....Howard L. Chernoff
Promotion Manager.....Elizabeth Camp
Program Director.....Joseph Herget
Production Manager.....Berton Sonis
Musical Director.....Leah Perry
Technical Supervisor.....Odes Robinson
WBLK Manager.....George Blackwell
WPAR Manager.....George Clinton
WSAZ Manager.....Marshall Rosene
WCHS Manager.....Howard L. Chernoff

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington. FM applications filed for these stations.

NATIONAL REPRESENTATIVE

The Branham Co.

★

Wisconsin Network, Inc.

Nash Building
Wisconsin Rapids, Wisc.
Phone: 90

PERSONNEL

President.....W. F. Huffman
V.P. & Managing Dir.....Don C. Wirth
Secretary.....Geo. T. Frechette

STATIONS

Basic Stations: WRJN, Racine; WCLO, Janesville; WIBU, Madison; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Supplementary Stations: WEMP, Milwaukee; WTAQ, Green Bay; WMAM, Marinette; WEAU, Eau Claire; WJMS, Ironwood; WATW, Ashland; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WOMT, Manitowoc; WBKH, La Crosse; WDSM, Superior.

★

The Wolverine Network

Keeler Building, Grand Rapids 2, Mich.
Phone: 6-5461

President.....Roy C. Kelley
Gen. Manager.....Hy M. Steed

STATIONS

WLAV, Grand Rapids (Key Station); WTCM, Traverse City; WHLS, Port Huron, WJLB, Detroit; WKBZ, Muskegon; WJJD, Chicago, Illinois; WIND, Chicago-Gary, Ind.; WKLA, Ludington, Mich.; WELL, Battle Creek, Mich.; WIBM, Jackson, Mich.; WHDF, Calumet, Mich.; WDBC, Escanaba, Mich.; WDMJ, Marquette, Mich.; WJMS, Ironwood, Mich.; WMAM, Marinette, Wis.; WJBK, Detroit, Mich.

★

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
President.....William O'Neil
Executive Vice-President.....Linus Travers
Vice-President.....George W. Steffy
Controller.....Robert F. Ide
Assistant Controller Howard F. Wright
Station Relations.....Barbara Sprague
Sales Executive.....Gordon Jenkins
Editor, Yankee Network News Service,
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WEST COAST REPRESENTATIVE

Pacific Northwest Broadcasters

STATIONS
OF THE UNITED STATES

☆

Alphabetical Listing

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Standard Stations Indexed
By Call Letters—Frequency
Power and Kilocycles

•

Standard Stations Indexed
By Cities—Network Affiliation

•

Stations Alphabetically
Listed By States—Personnel
Other Detailed Information

Index Of The Standard Stations Of The United States

Call Letters—City—Power—Frequency in Kilocycles—Page Number Providing Complete Information

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Texas	1450	250	617
KABR	Aberdeen, S. D.	1420	5000	599
KADA	Ada, Okla.	1230	250	561
KALB	Alexandria, La.	1240	250	441
		580	1000 C. P.	441
KALE	Portland, Ore.	1330	5000	567
KALL	Salt Lake City, Utah	910	1000 C. P.	623
KAND	Corsicana, Texas	1340	250	609
KANS	Wichita, Kans.	1240	250	434
KARK	Little Rock, Ark.	920	5000	351
KARM	Fresno, Calif.	1430	5000	358
KASA	Elk City, Okla.	1240	100	562
KAST	Astoria, Ore.	1230	250	565
KATE	Albert Lea, Minn.	1450	250	471
KAVE	Carlsbad, N. M.	1240	250	500
KBIX	Muskogee, Okla.	1490	250	562
KBIZ	Ottumwa, Iowa	1240	250	426
KBKR	Baker, Ore.	1490	250	565
KBND	Bend, Ore.	1340	250	566
KBON	Omaha, Neb.	1490	250	492
KBPS	Portland, Ore.	1450	100	569
KBST	Big Spring, Texas	1490	100	608
KBTM	Jonesboro, Ark.	1230	250	...
KBUR	Burlington, Iowa	1490	250	423
KBWD	Brownwood, Texas	1380	500	609
KCKN	Kansas City, Kans.	1340	250	433
KCMC	Texarkana, Texas	1230	250	619
KCMO	Kansas City, Mo.	1480	1000	485
KCRA	Sacramento, Calif.	1340	250 C. P.	367
KCRC	Enid, Okla.	1390	1000	562
KDAL	Duluth, Minn.	610	1000	471
KDB	Santa Barbara, Calif.	1490	250	372
KDFN	Casper, Wyo.	1470	1000	645
KDKA	Pittsburgh, Pa.	1020	50000	585
KDLR	Devils Lake, N. D.	1240	250	543
KDNT	Denton, Texas	1450	100	611
KDON	Monterey, Calif.	1240	250	365
KDRO	Sedalia, Mo.	1490	250	487
KDTH	Dubuque, Iowa	1370	1000	425
KDYL	Salt Lake City, Utah	1320	5000	623
KECA	Los Angeles, Calif.	790	5000	359

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KEEW	Brownsville, Texas	1490	100	608
KELA	Centralia-Chehalis, Wash.	1470	1000	629
KELD	El Dorado, Ark.	1400	250	353
KELO	Sioux Falls, S. D.	1230	250	599
KENO	Las Vegas, Nev.	1400	250	493
KERN	Bakersfield, Calif.	1410	1000	357
KEUB	Price, Utah	1450	250	622
KEVR	Seattle, Wash.	1090	250	630
KEX	Portland, Ore.	1190	5000	569
KEYS	Corpus Christi, Texas	1490	250	609
KFAB	Lincoln, Neb.	1110	10000	491
KFAC	Los Angeles, Calif.	1330	1000	359
KFAM	St. Cloud, Minn.	1450	250	476
KFAR	Fairbanks, Alaska	610	5000	647
KFBB	Great Falls, Mont.	1310	5000	489
KFBC	Cheyenne, Wyo.	1210	250	645
KFBI	Wichita, Kans.	1070	1000	434
KFBK	Sacramento, Calif.	1530	10000	367
KFDA	Amarillo, Texas	1230	250	607
KFDM	Beaumont, Texas	560	1000	608
KFEL	Denver, Colo.	950	5000	374
KFEQ	St. Joseph, Mo.	680	5000	486
KFFA	Helena, Ark.	1490	250 C. P.	353
KFGQ	Boone, Iowa	1260	250	423
KFH	Wichita, Kans.	1330	5000	435
KFI	Los Angeles, Calif.	650	50000	360
KFIO	Spokane, Wash.	1230	250	632
KFIZ	Fond-Du-Lac, Wis.	1450	250	639
KFJB	Marshalltown, Iowa	1230	250	426
KFJI	Klamath Falls, Ore.	1210	100	566
KFJM	Grand Forks, N. D.	1440	500	543
KFJZ	Fort Worth, Texas	1270	5000	613
KFKA	Greeley, Colo.	910	1000	376
KFKU	Lawrence, Kans.	1250	1000	433
KFLW	Klamath Falls, Ore.	1450	250 C. P.	567
KFMB	San Diego, Calif.	1450	250	369
KFNF	Shenandoah, Iowa	920	500	426
KFOR	Lincoln, Neb.	1240	250	492
KFOX	Long Beach, Calif.	1280	1000	359
KFPW	Fort Smith, Ark.	1400	250	353
KEPY	Spokane, Was.	920	5000	632
KFQD	Anchorage, Alaska	790	1000	647
KFRC	San Francisco, Calif.	610	5000	370
KFRE	Fresno, Calif.	1340	250	358
KFRO	Longview, Texas	1370	1000	615
KFRU	Columbia, Mo.	1400	250	483
KFSD	San Diego, Calif.	600	1000	369
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	359
KFUN	Las Vegas, N. M.	1230	250	500
KFUO	St. Louis, Mo.	850	5000	487
KFVD	Los Angeles, Calif.	1020	1000	360
KFVS	Cape Girardeau, Mo.	1400	250	483
KFWB	Los Angeles, Calif.	980	5000	360
KFXD	Nampa, Idaho	1230	250	402
KFXJ	Grand Junction, Colo.	920	500	376
KFXM	San Bernardino, Calif.	1240	250	369
KFYO	Lubbock, Texas	1340	250	615
KFYR	Bismarck, N. D.	550	5000	543
KGA	Spokane, Wash.	1510	10000	632
KGB	San Diego, Calif.	1360	1000	369
KGBS	Harlingen, Texas	1210	250	614
KGBX	Springfield, Mo.	1260	5000	487

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KGCU	Mandan, N. D.	1270	250	544
KGCX	Sidney, Mont.	1180	1000	490
KGDE	Fergus Falls, Minn.	1230	100	473
KGDM	Stockton, Calif.	1140	5000	372
KGEK	Sterling, Colo.	1230	100	377
KGER	Long Beach, Calif.	1390	5000	359
KGEZ	Kalispell, Mont.	1340	100	490
KGFF	Shawnee, Okla.	1450	250	564
KGFJ	Los Angeles, Calif.	1230	100	362
KGFL	Roswell, N. M.	1100	100	501
KGFW	Kearney, Neb.	1340	250	491
KGFX	Pierre, S. D.	630	200	599
KGGF	Coffeyville, Kans.	690	500	431
KGGM	Albuquerque, N. M.	1260	1000	500
KGHF	Pueblo, Colo.	1350	500	377
KGHI	Little Rock, Ark.	1230	250	354
KGHL	Billings, Mont.	790	5000	488
KGIR	Butte, Mont.	1370	5000	489
KGIW	Alamosa, Colo.	1450	250	371
KGKB	Tyler, Texas	1490	250	619
KGKL	San Angelo, Texas	1400	250	617
KGKO	Fort Worth, Texas	570	5000	613
KGKY	Scottsbluff, Neb.	1490	250	493
KGLO	Mason City, Iowa	1300	5000	426
KGLU	Safford, Ariz.	1450	250	352
KGMB	Honolulu, Hawaii	590	5000	649
KGNC	Amarillo, Texas	1440	1000	607
KGNO	Dodge City, Kans.	1370	250	431
KGO	San Francisco, Calif.	810	7500	370
KGU	Honolulu, Hawaii	760	2500	649
KGVO	Missoula, Mont.	1290	1000	490
KGW	Portland, Ore.	620	5000	569
KGY	Olympia, Wash.	1240	250	630
KHAS	Hastings, Neb.	1230	250	491
KHBC	Hilo, Hawaii	1230	250	649
KHBG	Okmulgee, Okla.	1240	250	564
KHJ	Los Angeles, Calif.	930	5000	362
KHMO	Hannibal, Mo.	1310	250	183
KHQ	Spokane, Wash.	590	5000	632
KHSL	Chico, Calif.	1290	1000	357
KHUB	Watsonville, Calif.	1340	250	373
KICA	Clovis, N. M.	1240	250	500
KICD	Spencer, Iowa	1240	100	429
KID	Idaho Falls, Idaho	1350	500	402
KIDO	Boise, Idaho	1380	1000	402
KIEM	Eureka, Calif.	1480	1000	358
KIEV	Glendale, Calif.	870	250	358
KILO	Grand Forks, N. D.	1140	500	543
KINY	Juneau, Alaska	1460	1000 5000 C. P.	647
KIRO	Seattle, Wash.	710	50000	630
KIT	Yakima, Wash.	1280	1000	634
KIUL	Garden City, Kans.	1240	250	431
KIUN	Pecos, Texas	1100	100	617
KIUP	Durango, Colo.	1400	250	376
KJBS	San Francisco, Calif.	1100	500	370
KJR	Seattle, Wash.	1000	5000	630
KLBM	La Grande, Ore.	1450	250	567
KLCN	Blytheville, Ark.	900	1000	353
KLO	Ogden, Utah	1430	5000	622
KLPM	Minot, N. D.	1390	1000	544
KLRA	Little Rock, Ark.	1010	1000 d., 5000 n.	354
KLS	Oakland, Calif.	1310	1000	366

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KLUF	Galveston, Texas	1100	250	614
KLX	Oakland, Calif.	910	1000	365
KLZ	Denver, Colo.	560	5000	375
KMA	Shenandoah, Iowa	960	5000	126
KMAC	San Antonio, Texas	1210	250	618
KMBC	Kansas City, Mo.	980	5000	485
KMED	Medford, Ore.	1110	1000	567
KMJ	Fresno, Calif.	580	5000	358
KMLB	Monroe, La.	1230	250	441
KMMJ	Grand Island, Neb.	750	1000	491
KMO	Tacoma, Wash.	1360	5000	632
KMOX	St. Louis, Mo.	1120	50000	486
KMPC	Los Angeles, Calif.	710	10000	362
KMTR	Los Angeles, Calif.	570	1000	363
KMYC	Marysville, Calif.	1150	250	364
KMYR	Denver, Colo.	1340	250	375
KNAK	Salt Lake City, Utah	1100	250 C. P.	623
KNEL	Brady, Texas	1190	100	608
KNET	Palestine, Texas	1450	100	616
KNOE	Monroe, La.	1150	250	442
KNOW	Austin, Texas	1190	250	607
KNX	Los Angeles, Calif.	1070	50000	364
KOA	Denver, Colo.	850	50000	375
KOAC	Corvallis, Ore.	550	1000	566
KOAM	Pittsburgh, Kans.	810	1000	434
KOB	Albuquerque, N. M.	1030	10000 50000 C. P.	500
KOCA	Kilgore, Texas	1240	250	615
KOCY	Oklahoma City, Okla.	1310	250	563
KODL	The Dalles, Ore.	1230	100	566
KODY	North Platte, Neb.	1210	250	492
KOH	Reno, Nev.	630	1000	493
KOIL	Omaha, Neb.	1290	5000	492
KOIN	Portland, Ore.	970	5000	569
KOKO	La Junta, Colo.	1400	250	377
KOL	Seattle, Wash.	1300	5000	631
KOMA	Oklahoma City, Okla.	1520	5000	563
KOME	Tulsa, Okla.	1340	250	564
KONO	San Antonio, Texas	1400	250	618
KONP	Port Angeles, Wash.	1450	250 C. P.	630
KOOS	Marshfield, Ore.	1230	250	567
KORE	Eugene, Ore.	1450	250	566
KORN	Fremont, Neb.	1400	250	491
KOTA	Rapid City, S. D.	1400 1380	250 5000 C. P.	599
KOTN	Pine Bluff, Ark.	1490	250	355
KOVC	Valley City, N. D.	1490	250	544
KOVO	Provo, Utah	1210	250	622
KOWH	Omaha, Neb.	660	500	493
KOY	Phoenix, Ariz.	550	1000	351
KPAB	Laredo, Texas	1490	250	615
KPAC	Port Arthur, Texas	1250	1000	617
KPAS	Pasadena, Calif.	1110	10000	366
KPDN	Pampa, Texas	1310	100	616
KPFA	Helena, Mont.	1240	250	489
KPHO	Phoenix, Ariz.	1230	250	351
KPKW	Pasco, Wash.	1310	250 C. P.	630
KPLC	Lake Charles, La.	1190	250	441
KPLT	Paris, Texas	1490	250	616
KPMC	Bakersfield, Calif.	1560	1000	357
KPO	San Francisco, Calif.	680	50000	370
KPOF	Denver, Colo.	910	1000	376
KPOW	Powell, Wyo.	1230	250	645

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KPPC	Pasadena, Calif.	1210	100	366
KPQ	Wenatchee, Wash.	1190	250	
		560	1000 C. P.	633
KPRC	Houston, Texas	950	5000	614
KPRO	Riverside, Calif.	1140	1000	367
KQV	Pittsburgh, Pa.	1410	1000	585
KQW	San Jose, Calif.	710	5000	371
KRBA	Lufkin, Texas	1310	250	616
KRBC	Abilene, Texas	1450	250	607
KRBM	Bozeman, Mont.	1450	250	488
KRE	Berkeley, Calif.	1100	250	357
KRGV	Weslaco, Texas	1290	1000	621
KRIC	Beaumont, Texas	1450	250	608
KRIS	Corpus Christi, Texas	1360	1000	609
KRJF	Miles City, Mont.	1310	250	490
KRKD	Los Angeles, Calif.	1150	1000	364
KRKO	Everett, Wash.	1100	250	629
KRLC	Lewiston, Idaho	1100	250	402
KRLD	Dallas, Texas	1080	50000	611
KRLH	Midland, Texas	1230	250	616
KRMD	Shreveport, La.	1310	250	443
KRNR	Roseburg, Ore.	1490	250	570
KRNT	Des Moines, Iowa	1350	5000	424
KROC	Rochester, Minn.	1310	250	476
KROD	El Paso, Texas	600	500	613
KROS	Clinton, Iowa	1340	250	423
KROW	Oakland, Calif.	960	1000	366
KROY	Sacramento, Calif.	1210	250	369
KRRV	Sherman, Texas	910	1000	618
KRSC	Seattle, Wash.	1150	1000	631
KSAC	Manhattan, Kans.	580	500	433
KSAL	Salina, Kans.	1150	1000	434
KSAM	Huntsville, Texas	1490	250	615
KSAN	San Francisco, Calif.	1450	250	371
KSCJ	Sioux City, Iowa	1360	5000	426
KSD	St. Louis, Mo.	550	1000	386
KSEI	Pocatello, Idaho	920	250	402
KSFO	San Francisco, Calif.	560	1000	371
KSJB	Jamestown, N. D.	1100	250	543
KSKY	Dallas, Texas	660	1000	611
KSL	Salt Lake City, Utah	1160	50000	623
KSLM	Salem, Ore.	1390	1000	570
KSO	Des Moines, Iowa	1460	5000	424
KSOO	Sioux Falls, S. D.	1140	5000	600
KSRO	Santa Rosa, Calif.	1350	1000	372
KSTP	St. Paul, Minn.	1500	50000	475
KSUB	Cedar City, Utah	1310	250	621
KSUN	Bisbee, Ariz.	1230	250	350
KSWO	Lawton, Okla.	1150	250	562
KTAR	Phoenix, Ariz.	620	5000	351
KTBC	Austin, Texas	590	250	607
KTBI	Tacoma, Wash.	1490	250	633
KTBS	Shreveport, La.	1480	1000	443
KTEM	Temple, Texas	1400	250	619
KTFI	Twin Falls, Idaho	1270	1000	403
KTHS	Hos Springs, Ark.	1090	10000 d., 1000 n.	353
KTHT	Houston, Texas	1230	250	614
KTKC	Visalia, Calif.	910	5000	373
KTKN	Ketchikan, Alaska	930	1000	647
KTMS	Santa Barbara, Calif.	1250	1000	372
KTNM	Tucumcari, N. M.	1400	250	501
KTOH	Lihue, Hawaii	1490	250	649
KTOK	Oklahoma City, Okla.	1400	.250	563

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KTRB	Modesto, Calif.	860	1000	364
KTRH	Houston, Texas	740	50000	614
KTRI	Sioux City, Iowa	1450	250	427
KTRM	Jonesboro, Ark.	1230	250	351
KTSA	San Antonio, Texas	550	1000	618
KTSM	El Paso, Texas	1380	500	613
KTSW	Emporia, Kans.	1100	250	431
KTTS	Springfield, Mo.	1400	250	488
KTUC	Tucson, Ariz.	1100	250	352
KTUL	Tulsa, Okla.	1130	5000	564
KTW	Seattle, Wash.	1250	1000	631
KTYW	Yakima, Wash.	1460	250	634
KUIN	Grant Pass, Ore.	1310	250	566
KUJ	Walla Walla, Wash.	1120	1000	633
KUOA	Siloam Springs, Ark.	1290	5000	355
KUSD	Vermillion, S. D.	920	500	600
KUTA	Salt Lake City, Utah	570	5000	623
KVAK	Atchison, Kans.	1450	250	431
KVAN	Vanconver, Wash.	910	500	633
KVCV	Redding, Calif.	1230	250	367
KVEC	San Luis Obispo, Calif.	1230	250	371
KVFD	Fort Dodge, Iowa	1400	250	425
KVGB	Great Bend, Kans.	1400	250	433
KVI	Tacoma, Wash.	570	5000	633
KVIC	Victoria, Texas	1310	250	619
KVNU	Logan, Utah	1230	250	622
KVOA	Tucson, Ariz.	1290	1000	352
KVOD	Denver, Colo.	630	5000	376
KVOE	Santa Ana, Calif.	1490	250	372
KVOL	Lafayette, La.	1310	250	441
KVOO	Tulsa, Okla.	1170	50000	565
KVOP	Plainview, Texas	1100	250	617
KVOR	Colorado Springs, Colo.	1300	1000	374
KVOS	Bellingham, Wash.	790	250	629
KVOX	Moorhead, Minn.	1340	250	476
KVRS	Rock Springs, Wyo.	1400	250	645
KVSF	Santa Fe, N. M.	1340	100	561
KVSO	Ardmore, Okla.	1210	100	561
KVWC	Vernon, Texas	1490	250	619
KWAL	Wallace, Idaho	1450	250	403
KWAT	Watertown, S. D.	1240	250	600
KWBU	Corpus Christi, Texas	1010	50000	609
KWBW	Hutchinson, Kans.	1450	250	433
KWEW	Hobbs, N. M.	1490	100	500
KWFC	Hot Springs, Ark.	1310	250	354
KWFT	Wichita Falls, Texas	620	1000	621
KWG	Stockton, Calif.	1230	250	373
KWIL	Albany, Ore.	1240	250	565
KWJB	Globe, Ariz.	1240	250	350
KWJJ	Portland, Ore.	1080	1000	570
KWK	St. Louis, Mo.	1380	1000	486
KWKH	Shreveport, La.	1130	50000	443
KWKW	Pasadena, Calif.	1130	1000	367
KWLC	Decorah, Iowa	1210	250	424
KWKK	Longview, Wash.	1400	250	629
KWLM	Willmar, Minn.	1310	350	477
KWOC	Poplar Bluff, Mo.	1310	250	485
KWON	Bartlesville, Okla.	1400	250	562
KWOS	Jefferson City, Mo.	1210	250	483
KWRC	Pandleton, Ore.	1240	250	567
KWSC	Pullman, Wash.	1250	5000	630
KWTO	Springfield, Mo.	560	1000	488

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KWYO	Sheridan, Wyo.	1100	250	615
KXA	Seattle, Wash.	770	1000	631
KXEL	Waterloo, Iowa	1510	50000	429
KXL	Portland, Ore.	750	10000	570
KXO	El Centro, Calif.	1190	100	357
KXOA	Sacramento, Calif.	1190	250	367
KXOK	St. Louis, Mo.	630	5000	486
KXOX	Sweetwater, Texas	1210	250	618
KXRO	Aberdeen, Wash.	1310	250	629
KXYZ	Houston, Texas	1320	5000	615
KYA	San Francisco, Calif.	1260	1000	371
KYCA	Prescott, Ariz.	1190	250	351
KYOS	Merced, Calif.	1190	250	364
KYSM	Mankato, Minn.	1230	250	473
KYUM	Yuma, Ariz.	1240	250	352
KYW	Philadelphia, Pa.	1060	50000	578
WAAB	Worcester, Mass.	1110	5000	458
WAAF	Chicago, Ill.	950	1000	405
WAAT	Newark, N. J.	970	1000	498
WABC	New York, N. Y.	880	50000	509
WABI	Bangor, Me.	1230	250	444
WABY	Albany, N. Y	1100	250	503
WACO	Waco, Texas	1450	250	621
WADC	Akron, O.	1350	5000	516
WAGA	Atlanta, Ga.	590	5000	395
WAGE	Syracuse, N. Y.	620	1000	529
WAGF	Dothan, Ala.	1100	250	348
WAGM	Presque Isle, Me.	1450	100	415
WAIM	Anderson, S. C.	1230	250	595
WAIR	Winston-Salem, N. C.	1130	250	512
WAIT	Chicago, Ill.	820	5000	407
WAJR	Morgantown, W. Va.	1230	250	636
WAKR	Akron, O.	1590	5000	546
WALA	Mobile, Ala.	1410	5000	348
WALB	Albany, Ga.	1590	1000	395
WALL	Middletown, N. Y.	1310	250	509
WAML	Laurel, Miss.	1310	250	480
WAOV	Vincennes, Ind.	1450	250	422
WAPI	Birmingham, Ala.	1070	5000	347
WAPO	Chattanooga, Tenn.	1150	1000	601
WARM	Scranton, Pa.	1400	250	586
WASK	Lafayette, Ind.	1450	250	421
WATL	Atlanta, Ga.	1400	250	395
WATN	Watertown, N. Y.	1240	250	533
WATR	Waterbury, Conn.	1320	1000	383
WATW	Ashland, Wise.	1400	100 250 C. P.	639
WAVE	Louisville, Ky.	970	5000	438
WAWZ	Zarepath, N. J.	1380	1000	499
WAYS	Charlotte, N. C.	610	1000	535
WAYX	Waycross, Ga.	1230	250	401
WAZL	Hazleton, Pa.	1450	250	577
WBAA	West Lafayette, Ind.	920	1000	422
WBAB	Atlantic City, N. J.	1190	250	497
WBAL	Baltimore, Md.	1090	50000	447
WBAP	Fort Worth, Texas	820	50000	613
WBAX	Wilkes-Barre, Pa.	1210	100	589
WBBB	Burlington, N. C.	920	1000	535
WBBL	Richmond, Va.	1210 1450	100 250 C. P.	626
WBBM	Chicago, Ill.	780	50000	407
WBBR	Brooklyn, N. Y.	1330	1000	505
WBBZ	Ponca City, Okla.	1230	250	564

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WBCM	Bay City, Mich.	1410	500	461
WBEN	Buffalo, N. Y.	930	5000	507
WBHD	Petersburg, Va.	1210	250 C. P.	626
WBHP	Huntsville, Ala.	1230	250	348
WBIG	Greensboro, N. C.	1170	5000	537
WBIR	Knoxville, Tenn.	1210	250	603
WBLJ	Dalton, Ga.	1230	250	399
WBLK	Clarksburg, W. Va.	1100	250	635
WBML	Macon, Ga.	1210	250	399
WBNS	Columbus, O.	1160	1000	553
WBNX	New York, N. Y.	1380	5000	510
WBNY	Buffalo, N. Y.	1100	250	505
WBOC	Salisbury, Md.	1230	250	451
WBOW	Terre Haute, Ind.	1230	250	422
WBRC	Birmingham, Ala.	960	5000	347
WBRE	Wilkes-Barre, Pa.	1340	250	590
WBRK	Pittsfield, Mass.	1340	250	458
WBRW	Welch, W. Va.	1340	250	637
WBRY	Waterbury, Conn.	1590	1000	383
WBT	Charlotte, N. C.	1110	50000	535
WBTA	Batavia, N. Y.	1190	250	503
WBTH	Williamson, W. Va.	1100	250	637
WBTM	Danville, Va.	1100	250	625
WBYN	Brooklyn, N. Y.	1130	500	505
WBZ	Boston, Mass.	1030	50000	453
WBZA	Springfield, Mass.	1030	1000	453
WCAE	Pittsburgh, Pa.	1250	5000	585
WCAL	Northfield, Minn.	770	5000	476
WCAM	Camden, N. J.	1310	500	497
WCAO	Baltimore, Md.	600	5000	447
WCAP	Asbury Park, N. J.	1310	500	497
WCAR	Pontiac, Mich.	1130	1000	470
WCAT	Rapid City, S. D.	1230	100	599
WCAU	Philadelphia, Pa.	1210	50000	579
WCAX	Burlington, Vt.	620	1000	623
WCAZ	Carthage, Ill.	1080	250	405
WCBI	Columbus, Miss.	1310	250	478
WCBM	Baltimore, Md.	1100	250	447
WCBS	Springfield, Ill.	1450	250	415
WCBT	Roanoke Rapids, N. C.	1230	250	541
WCCO	Minneapolis, Minn.	830	50000	473
WCED	Du Bois, Pa.	1230	250	572
WCFL	Chicago, Ill.	1000	10000	407
WCHS	Charleston, W. Va.	580	5000	635
WCHV	Charlottesville, Va.	1150 1210 C.P.	250	624
WCKY	Cincinnati, O.	1530	50000	547
WCLO	Janesville, Wisc.	1230	250	640
WCLS	Joliet, Ill.	1340	250	413
WCMI	Ashland, Ky.	1340	250	437
WCNC	Elizabeth, N. C.	1400	250	536
WCOA	Pensacola, Fla.	1370	500	392
WCOC	Meridian, Miss.	910	1000	480
WCOL	Columbus, O.	1230	250	553
WCOP	Boston, Mass.	1150	500	453
WCOS	Columbia, S. C.	1400	250	597
WCOU	Lewiston, Maine	1210	250	444
WCOV	Montgomery, Ala.	1210	250	349
WCPO	Cincinnati, O.	1230	250	548
WCRS	Greenwood, S. C.	1450	250	598
WCRW	Chicago, Ill.	1210	100	407
WCSC	Charleston, S. C.	1390	500	595
WCSH	Portland, Me.	970	5000	445

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WDAE	Tampa, Fla.	1250	5000	393
WDAF	Kansas City, Mo.	610	5000	485
WDAK	Columbus, Ga.	1340	250	398
WDAN	Danville, Ill.	1190	250	412
WDAS	Philadelphia, Pa.	1100	250	579
WDAY	Fargo, N. D.	970	5000	543
WDBC	Escanaba, Mich.	1190	250	465
WDBJ	Roanoke, Va.	960	5000	627
WDBO	Orlando, Fla.	580	5000	391
WDEF	Chattanooga, Tenn.	1100	250	601
WDEL	Wilmington, Del.	1150	5000	384
WDEV	Waterbury, Vt.	550	1000	624
WDGY	Minneapolis, Minn.	1130	500	475
WDLP	Panama City, Fla.	1230	250	492
WDMJ	Marquette, Mich.	1310	250	469
WDNC	Durham, N. C.	1490	250	536
WDOD	Chattanooga, Tenn.	1310	5000	601
WDRC	Hartford, Conn.	1360	5000	379
WDSM	Superior, Wisc.	1230	250	644
WDSU	New Orleans, La.	1280	1000 5000 C. P.	442
WDWS	Champaign, Ill.	1100	250	405
WDZ	Tuscola, Ill.	1050	1000	415
WEAF	New York, N. Y.	660	50000	510
WEAN	Providence, R. I.	790	5000	593
WEAU	Eau Claire, Wisc.	790	1000	639
WEBC	Duluth, Minn.	1320	5000	473
WEBK	Harrisburg, Ill.	1210	250	413
WEBR	Buffalo, N. Y.	1310	250	507
WEDC	Chicago, Ill.	1210	250	407
WEED	Rocky Mount, N. C.	1450	250	542
WEEI	Boston, Mass.	590	5000	453
WEEU	Reading, Pa.	850	1000	586
WEGO	Concord, N. C.	1410	1000	536
WEIM	Fitchburg, Mass.	1310	250	455
WELI	New Haven, Conn.	960	500	381
WELL	Battle Creek, Mich.	1100	250	461
WELO	Tupelo, Miss.	1490	250	481
WEMP	Milwaukee, Wisc.	1310	250	643
WENR	Chicago, Ill.	890	50000	409
WENT	Gloversville, N. Y.	1310	250	508
WENY	Elmira, N. Y.	1230	250	508
WEOA	Evansville, Ind.	1100	250	417
WERC	Erie, Pa.	1490	250	575
WEST	Easton, Pa.	1400	250	573
WESX	Salem, Mass.	1230	250	457
WEVD	New York, N. Y.	1330	5000	511
WEW	St. Louis, Mo.	770	1000	487
WEXL	Royal Oak, Mich.	1340	250	470
WFAA	Dallas, Texas	820	50000	611
WFAS	White Plains, N. Y.	1230	250	533
WFBC	Greenville, S. C.	1330	5000	597
WFBG	Altoona, Pa.	1340	250	572
WFBL	Syracuse, N. Y.	1390	5000	531
WFBM	Indianapolis, Ind.	1260	5000	419
WFBR	Baltimore, Md.	1300	5000	447
WFCI	Pawtucket, R. I.	1420	1000	593
WFDF	Flint, Mich.	910	1000	465
WFEA	Manchester, N. H.	1370	5000	495
WFEB	Sylacanga, Ala.	1310	250 C. P.	350
WFHR	Wisconsin Rapids, Wisc.	1340	250	644
WFIG	Sumter, S. C.	1340	250	598
WFIL	Philadelphia, Pa.	560	1000	581

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WFIN	Findlay, O.	1330	1000	555
WFLA	Tampa, Fla.	970	5000	393
WFMD	Frederick, Md.	930	500	449
WFMJ	Youngstown, O.	1450	250	559
WFNC	Fayetteville, N. C.	1450	250	536
WFOR	Hattiesburg, Miss.	1400	250	479
WFOY	St. Augustine, Fla.	1240	250	392
WFPG	Atlantic City, N. J.	1450	250	497
WFTC	Kinston, N. C.	1230	250	539
WFTL	Miami, Fla.	710	10000	389
WFVA	Fredericksburg, Va.	1290 1230 C. P.	250	625
WGAA	Cedartown, Ga.	1340	250	398
WGAC	Augusta, Ga.	1240	250	397
WGAL	Lancaster, Pa.	1490	250	577
WGAN	Portland, Me.	560	5000	445
WGAR	Cleveland, O.	1480	5000	551
WGAU	Athens, Ga.	1340	250	395
WGBB	Freeport, N. Y.	1240	100	508
WGBF	Evansville, Ind.	1280	1000	417
WGBG	Greensboro, N. C.	980	1000	538
WGBI	Scranton, Pa.	910	500	587
WGBR	Goldboro, N. C.	1400	250	538
WGCM	Gulfport, Miss.	1240	250	479
WGES	Chicago, Ill.	1390	5000	409
WGGA	Gainesville, Ga.	1240	250	399
WGH	Newport News, Va.	1340	250	626
WGIL	Galesburg, Ill.	1400	250	413
WGKV	Charleston, W. Va.	1490	100	635
WGL	Fort Wayne, Ind.	1150	250	417
WGN	Chicago, Ill.	720	50000	409
WGNC	Gastonia, N. C.	1450	250	537
WGNY	Newburgh, N. Y.	1220	1000	509
WGOV	Valdosta, Ga.	1450	250	401
WGPC	Albany, Ga.	1450	250	395
WGR	Buffalo, N. Y.	550	1000	507
WGRC	Louisville, Ky.	1400	250	438
WGRM	Greenwood, Miss.	1240	250	478
WGST	Atlanta, Ga.	920	1000	397
WGTC	Greenville, N. C.	1490	250	538
WGTM	Wilson, N. C.	1340	250	542
WGY	Schenectady, N. Y.	810	50000	528
WHA	Madison, Wisc.	970	5000	610
WHAI	Greenfield, Mass.	1240	250	456
WHAM	Rochester, N. Y.	1180	50000	527
WHAS	Louisville, Ky.	840	50000	438
WHAT	Philadelphia, Pa.	1340	100	583
WHAZ	Troy, N. Y.	1330	1000	531
WHB	Kansas City, Mo.	880	1000	485
WHBB	Selma, Ala.	1490	100	350
WHBC	Canton, O.	1480	1000	546
WHBF	Rock Island, Ill.	1270	5000	414
WHBI	Newark, N. J.	1280	1000	498
WHBL	Sheboygan, Wisc.	1330	250	644
WHBQ	Memphis, Tenn.	1400	250	604
WHBU	Anderson, Ind.	1240	250	417
WHBY	Appleton, Wisc.	1230	250	639
WHCU	Ithaca, N. Y.	870	1000	508
WHDF	Calumet, Mich.	1400	250	461
WHDH	Boston, Mass.	850	5000	453
WHDL	Olean, N. Y.	1450	250	525
WHEB	Portsmouth, N. H.	750	1000	495

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WHEC	Rochester, N. Y.	1160	500	527
WHFC	Cicero, Ill.	1450	250	412
WHGB	Harrisburg, Pa.	1100	250 C. P.	576
WHIO	Dayton, O.	1290	5000	554
WHIS	Bluefield, W. Va.	1110	500	634
WHIT	New Bern, N. C.	1450	250	540
WHIZ	Zanesville, O.	1240	250	561
WHJB	Greensburg, Pa.	620	250	575
WHK	Cleveland, O.	1120	5000	551
WHKC	Columbus, O.	610 610	500 1000 C. P.	553
WHKK	Akron, O.	640	1000 C. P.	546
WHKY	Hickory, N. C.	1290	1000	539
WHLB	Virginia, Minn.	1400	250	477
WHLD	Niagara Falls, N. Y.	1290	1000	525
WHLN	Harlan, Ky.	1230	250	437
WHLS	Port Huron, Mich.	1450	250	470
WHMA	Anniston, Ala.	1450	250	347
WHN	New York, N. Y.	1050	50000	513
WHNC	Henderson, N. C.	850	250 C. P.	539
WHO	Des Moines, Iowa	1040	50000	425
WHOM	Jersey City, N. J.	1480	500	498
WHOP	Hopkinsville, Ky.	1230	250	437
WHOT	South Bend, Ind.	1490	250	422
WHP	Harrisburg, Pa.	1460	1000	576
WHTD	Hartford, Conn.	1410	5000	379
WHUB	Cookeville, Tenn.	1400	250	603
WHYN	Holyoke, Mass.	1400	250	456
WIAC	Hato Rey-San Juan, Puerto Rico	580	5000	651
WIBA	Madison, Wisc.	1310	5000	640
WIBC	Indianapolis, Ind.	1070	5000	419
WIBG	Philadelphia, Pa.	990	1000 10000 C. P.	581
WIBM	Jackson, Mich.	1450	250	467
WIBU	Poynette, Wisc.	1240	250	643
WIBW	Topeka, Kans.	580	5000	434
WIBX	Utica, N. Y.	1230	250	533
WICA	Ashtabula, O.	970	1000	546
WICC	Bridgeport, Conn.	600	500	379
WIGM	Medford, Wisc.	1490	250	641
WIL	St. Louis, Mo.	1230	250	487
WILL	Urbana, Ill.	580	5000	415
WILM	Wilmington, Del.	1450	250	384
WINC	Winchester, Va.	1400	250	628
WIND	Chicago, Ill.	560	5000	409
WING	Dayton, O.	1110	5000	555
WINK	Fort Myers, Fla.	1240	250	387
WINN	Louisville, Ky.	1240	250	438
WINS	New York, N. Y.	1010	10000 50000 C. P.	515
WINX	Washington, D. C.	1340	250	385
WIOD	Miami, Fla.	610	5000	390
WIP	Philadelphia, Pa.	610	5000	583
WIRE	Indianapolis, Ind.	1430	5000	419
WIS	Columbia, S. C.	560	5000	597
WISE	Asheville, N. C.	1230	250	535
WISH	Indianapolis, Ind.	1310	1000	420
WISN	Milwaukee, Wisc.	1150	5000	641
WISR	Butler, Pa.	680	250	572
WITH	Baltimore, Md.	1230	250	449
WIZE	Springfield, O.	1340	250	556
WJAC	Johnstown, Pa.	1400	250	578
WJAG	Norfolk, Neb.	1090	1000	492

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WJAR	Providence, R. I.	920	5000	593
WJAS	Pittsburgh, Pa.	1320	5000	586
WJAX	Jacksonville, Fla.	930	1000	388
WJBC	Bloomington, Ill.	1230	250	405
WJBK	Detroit, Mich.	1190	250	461
WJBO	Baton Rouge, La.	1150	5000	411
WJBW	New Orleans, La.	1230	250	412
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	1000	480
WJEF	Grand Rapids, Mich.	1230	250 C. P.	467
WJEJ	Hagerstown, Md.	1240	250	451
WJHL	Johnson City, Tenn.	910	1000	603
WJHO	Opelika, Ala.	1100	100	349
WJHP	Jacksonville, Fla.	1320	250	388
WJIM	Lansing, Mich.	1240	250	469
WJJD	Chicago, Ill.	1160	20000	411
WJLB	Detroit, Mich.	1400	250	461
WJLD	Bessemer, Ala.	1400	250	347
WJLS	Beckley, W. Va.	560	100 250	631
WJMC	Rice Lake, Wisc.	1240	250	613
WJMS	Ironwood, Mich.	1450	250	467
WJNO	West Palm Beach, Fla.	1230	250	393
WJOB	Hammond, Ind.	1230	250	419
WJPA	Washington, Pa.	1450	250	590
WJPF	Herrin, Ill.	1340	250	413
WJPR	Greenville, Miss.	1310	250	478
WJR	Detroit, Mich.	760	50000	463
WJRD	Tuscaloosa, Ala.	1230	250	350
WJTN	Jamestown, N. Y.	1240	250	508
WJW	Cleveland, O.	850	5000	553
WJZ	New York, N. Y.	770	50000	515
WJZM	Clarksville, Tenn.	1100	250	601
WKAQ	San Juan, Puerto Rico	620	5000	651
WKAR	East Lansing, Mich.	870	5000	463
WKAT	Miami, Fla.	1360	1000	391
WKBB	Dubuque, Iowa	1490	250	425
WKBH	La Crosse, Wisc.	1110	1000	610
WKBN	Youngstown, O.	570	5000	561
WKBO	Harrisburg, Pa.	1230	250	576
WKBV	Richmond, Ind.	1190	100 250 C. P.	421
WKBW	Buffalo, N. Y.	1520	50000	508
WKBZ	Muskegon, Mich.	1490	250	469
WKEU	Griffin, Ga.	1450	100 250 C. P.	399
WKEY	Covington, Va.	1340	250	624
WKIP	Poughkeepsie, N. Y.	1450	250	527
WKIX	Columbia, S. C.	1490	250 C. P.	597
WKLA	Ludington, Mich.	1450	250	469
WKMO	Kokomo, Ind.	1400	250	420
WKNE	Keene, N. H.	1290	5000	495
WKNY	Kingston, N. Y.	1490	250	509
WKOK	Sunbury, Pa.	1240	250	583
WKPA	New Kensington, Pa.	1150	250	578
WKPT	Kingsport, Tenn.	1400	250	603
WKRC	Cincinnati, O.	550	1000	548
WKRO	Cairo, Ill.	1190	250	405
WKST	New Castle, Pa.	1280	1000	578
WKVA	Arecibo, Puerto Rico	1230	250 C. P.	649
WKWK	Wheeling, W. Va.	1400	250	637
WKY	Oklahoma City, Okla.	930	1000 5000 C. P.	563
WKZO	Kalamazoo, Mich.	590	5000	469

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WLAC	Nashville, Tenn.	1510	50000	605
WLAG	La Grange, Ga.	1210	250	399
WLAK	Lakeland, Fla.	1310	250	389
WLAP	Lexington, Ky.	1150	250	438
WLAV	Grand Rapids, Mich.	1310	250	465
WLAW	Lawrence, Mass.	680	5000	456
WLAY	Muscle Shoals City, Ala.	1150	250	349
WLB	Minneapolis, Minn.	770	5000	475
WLBC	Muncie, Ind.	1310	250	421
WLBJ	Bowling Green, Ky.	1310	250	437
WLBL	Stevens Point, Wisc.	930	5000	641
WLBZ	Bangor, Me.	620	5000	441
WLDS	Jacksonville, Ill.	1180	250	413
WLEU	Erie, Pa.	1450	250	573
WLIB	Brooklyn, N. Y.	1190	1000	505
WLLH	Lowell-Lawrence, Mass.	1100	250	456
WLNH	Laconia, N. H.	1310	250	495
WLOF	Orlando, Fla.	1230	250	391
WLOG	Logan, W. Va.	1230	250	636
WLOK	Lima, O.	1210	250	555
WLOL	Minneapolis, Minn.	1330	1000	475
WLPM	Suffolk, Va.	1450	250	628
WLS	Chicago, Ill.	890	50000	411
WLVA	Lynchburg, Va.	1230	250	625
WLW	Cincinnati, O.	700	50000	549
WMAL	Washington, D. C.	630	5000	385
WMAM	Marinette, Wisc.	570	250	641
WMAN	Mansfield, O.	1100	250	556
WMAQ	Chicago, Il.	670	50000	411
WMAS	Springfield, Mass.	1450	250	458
WMAZ	Macon, Ga.	940	5000	400
WMBD	Peoria, Ill.	1470	1000	414
WMBG	Richmond, Va.	1380	5000	626
WMBH	Joplin, Mo.	1450	250	483
WMBI	Chicago, Ill.	1110	5000	412
WMBO	Auburn, N. Y.	1310	250	503
WMBR	Jacksonville, Fla.	1400	250	388
WMBS	Uniontown, Pa.	590	1000	588
WMC	Memphis, Tenn.	790	5000	601
WMCA	New York, N. Y.	570	5000	517
WMEX	Boston, Mass.	1510	5000	455
WMFD	Wilmington, N. C.	1100	250	542
WMFF	Plattsburgh, N. Y.	1310	250	525
WMFG	Hibbing, Minn.	1210	250	473
WMFJ	Daytona Beach, Fla.	1450	250	387
WMFR	High Point, N. C.	1230	250	539
WMGA	Moultrie, Ga.	1100	250	400
WMIN	St. Paul, Minn.	1100	250	476
WMIS	Natchez, Miss.	1490 1240 C. P.	250	481
WMJM	Cordele, Ga.	1190	100	399
WMMN	Fairmont, W. Va.	920	5000	635
WMOB	Mobile, Ala.	1230	250	349
WMOG	Brunswick, Ga.	1190	100	398
WMOH	Hamilton, O.	1150	250	555
WMPC	Lapeer, Mich.	1230	250	469
WMPS	Memphis, Tenn.	1160	500	605
WMRC	Greenville, S. C.	1190	250	597
WMRF	Lewiston, Pa.	1190	250	578
WMRN	Marion, O.	1190	250	556
WMRO	Aurora, Ill.	1280	250	405
WMSL	Decatur, Ala.	1400	250	348
WMT	Cedar Rapids, Iowa	600	5000	423

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WMUR	Manchester, N. H.	610	1000	495
WMVA	Martinsville, Va.	1450	250	625
WNAB	Bridgeport, Conn.	1450	250	379
WNAC	Boston, Mass.	1260	5000	455
WNAD	Norman, Okla.	610	1000	562
WNAX	Yankton, S. D.	570	5000	600
WNBF	Binghamton, N. Y.	1290	5000	503
WNBH	New Bedford, Mass.	1310	250	457
WNBZ	Saranac Lake, N. Y.	1320	100	527
WNEL	San Juan, Puerto Rico	1320	5000	651
WNEW	New York, N. Y.	1130	10000	519
WNHC	New Haven, Conn.	1310	250	382
WNLC	New London, Conn.	1190	250	382
WNOE	New Orleans, La.	1450	250	412
WNOX	Knoxville, Tenn.	990	10000	604
WNYC	New York, N. Y.	830	1000	517
WOAI	San Antonio, Texas	1200	50000	618
WOC	Davenport, Iowa	1120	5000	424
WOCB	W. Yarmouth, Mass.	1240	250	455
WOI	Ames, Iowa	640	5000	423
WOKO	Albany, N. Y.	1460	500	503
WOL	Washington, D. C.	1260	1000	385
WOLF	Syracuse, N. Y.	1190	250	529
WOLS	Florence, S. C.	1230	250	597
WOMI	Owensboro, Ky.	1490	250	439
WOMT	Manitowoc, Wisc.	1240	100 250 C. P.	640
WOOD	Grand Rapids, Mich.	1300	5000	467
WOPI	Bristol, Tenn.	1490	250	601
WOR	New York, N. Y.	710	50000	521
WORC	Worcester, Mass.	1310	1000	459
WORD	Spartanburg, S. C.	1400	250	598
WORK	York, Pa.	1350	1000	591
WORL	Boston, Mass.	950	1000	455
WOSH	Oshkosh, Wisc.	1490	250	643
WOSU	Columbus, O.	820	5000	554
WOV	New York, N. Y.	1280	5000	525
WOW	Omaha, Neb.	590	5000	493
WOWO	Fort Wayne, Ind.	1190	10000	419
WPAB	Ponce, Puerto Rico	1370	1000	649
WPAD	Paducah, Ky.	1450	250	439
WPAR	Parkersburg, W. Va.	1150	250	636
WPAT	Paterson, N. J.	930	1000	498
WPAX	Thomasville, Ga.	1240	250	401
WPAY	Portsmouth, O.	1100	250	556
WPDQ	Jacksonville, Fla.	1270	5000	389
WPEN	Philadelphia, Pa.	950	5000	585
WPIC	Sharon, Pa.	790	1000	587
WPIK	Alexandria, Va.	730	250	624
WPRA	Mayaguez, Puerto Rico	990	1000	649
WPRO	Providence, R. I.	630	5000	595
WPRP	Ponce, Puerto Rico	1420	250	651
WPTF	Raleigh, N. C.	680	50000	540
WQAM	Miami, Fla.	560	1000	390
WQAN	Scranton, Pa.	910	500	587
WQBC	Vicksburg, Miss.	1420	500 1000 C. P.	481
WQXR	New York, N. Y.	1560	10000	523
WRAK	Williamsport, Pa.	1400	250	589
WRAL	Raleigh, N. C.	1240	250	540
WRAW	Reading, Pa.	1340	250	586
WRBL	Columbus, Ga.	1230	250 C. P.	398
WRC	Washington, D. C.	980	5000	386

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WRDO	Augusta, Me.	1400	100 250 C. P.	444
WRDW	Augusta, Ga.	1180	5000	398
WREC	Memphis, Tenn.	600	5000	604
WREN	Lawrence, Kans.	1250	1000	433
WRGA	Rome, Ga.	1190	250	400
WRHI	Rock Hill, S. C.	1190	250	598
WRJN	Racine, Wisc.	1400	250	643
WRIV	Richmond, Va.	1450	250 C. P.	627
WRLC	Toccoa, Ga.	1450	250	401
WRLD	West Point, Ga.	1190	250	401
WRNL	Richmond, Va.	910	5000	627
WROK	Rockford, Ill.	1410	500	414
WROL	Knoxville, Tenn.	620	500	604
WROX	Clarksdale, Miss.	1450	250	478
WRR	Dallas, Texas	1310	5000	611
WRRF	Washington, N. C.	930	1000	541
WRRN	Warren, O.	1400	250	559
WRUF	Gainesville, Fla.	850	5000	388
WRVA	Richmond, Va.	1110	50000	627
WSAI	Cincinnati, O.	1360	5000	549
WSAJ	Grove City, Pa.	1310	100	575
WSAM	Saginaw, Mich.	1400	250	470
WSAN	Allentown, Pa.	1470	500	572
WSAP	Portsmouth, Va.	1490	250	626
WSAR	Fall River, Mass.	1480	1000	455
WSAU	Wausau, Wisc.	1400	250	644
WSAV	Savannah, Ga.	1340	250	400
WSAY	Rochester, N. Y.	1240 1370	250 1000 C. P.	527
WSAZ	Huntington, W. Va.	930	1000	636
WSB	Atlanta, Ga.	750	50000	397
WSBA	York, Pa.	900	1000	591
WSBC	Chicago, Ill.	1210	250	412
WSBT	South Bend, Ind.	960	1000	422
WSFA	Montgomery, Ala.	1410	500	319
WSGN	Birmingham, Ala.	610	1000	347
WSIX	Nashville, Tenn.	980	5000	605
WSJS	Winston-Salem, N. C.	600	5000	542
WSKB	McComb, Miss.	1230	250	480
WSLB	Ogdensburg, N. Y.	1400	250	525
WSLI	Jackson, Miss.	1450	250	480
WSLS	Roanoke, Va.	1210	250	627
WSM	Nashville, Tenn.	650	50000	605
WSMB	New Orleans, La.	1350	5000	443
WSNJ	Bridgeton, N. J.	1210	250	497
WSNY	Schenectady, N. Y.	1210	250	528
WSOC	Charlotte, N. C.	1210	250	536
WSON	Henderson, Ky.	860	500	437
WSOO	Sault Ste. Marie, Mich.	1230	100	471
WSOY	Decatur, Ill.	1310	250	412
WSPA	Spartanburg, S. C.	950	1000 5000 C. P.	598
WSPB	Sarasota, Fla.	1450	250	393
WSPD	Toledo, O.	1370	5000	557

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WSPR	Springfield, Mass.	1270	1000	458
WSRR	Stamford, Conn.	1100	250	382
WSTN	Staunton, Va.	1100	250 C. P.	628
WSTP	Salisbury, N. C.	1190	250	512
WSTV	Steubenville, O.	1310	250	557
WSUI	Iowa City, Iowa	910	5000	425
WSUN	St. Petersburg, Fla.	620	5000	392
WSVA	Harrisonburg, Va.	550	1000	625
WSYB	Rutland, Vt.	1380	1000	621
WSYR	Syracuse, N. Y.	570	5000	529
WTAD	Quincy, Ill.	930	1000	414
WTAG	Worcester, Mass.	580	5000	459
WTAL	Tallahassee, Fla.	1310	250	393
WTAM	Cleveland, O.	1100	50000	553
WTAQ	Green Bay, Wisc.	1360	5000	639
WTAR	Norfolk, Va.	790	5000	626
WTAW	College Station, Texas	1150	1000	609
WTAX	Springfield, Ill.	1240	100	415
WTBO	Cumberland, Md.	1450	250	419
WTCM	Traverse City, Mich.	1400	250	471
WTCN	Minneapolis, Minn.	1280	1000	475
WTEL	Philadelphia, Pa.	1340	100	585
WTHT	Hartford, Conn.	1230	250	381
WTIC	Hartford, Conn.	1080	50000	381
WTJS	Jackson, Tenn.	1390	1000	603
WTMA	Charleston, S. C.	1250	1000	595
WTMC	Ocala, Fla.	1490	250	391
WTMJ	Milwaukee, Wisc.	620	5000	641
WTMV	East St. Louis, Ill.	1490	500	413
WTNJ	Trenton, N. J.	1310	500	499
WTOC	Savannah, Ga.	1290	5000	401
WTOL	Toledo, O.	1230	250	559
WTOP	Washington, D. C.	1500	50000	386
WTRC	Elkhart, Ind.	1340	250	417
WTRY	Troy, N. Y.	980	1000	531
WTSP	St. Petersburg, Fla.	1380	500	392
WTTM	Trenton, N. J.	920	1000	499
WVCX	Sitka, Alaska	1220	15 (Amer. Expeditionary Station)	647
WWDC	Washington, D. C.	1450	250	386
WWJ	Detroit, Mich.	950	5000	463
WWL	New Orleans, La.	850	50000	443
WWNC	Asheville, N. C.	570	1000	535
WWNY	Watertown, N. Y.	790	1000	533
WWPG	Palm Beach, Fla.	1340	250	391
WWRL	Woodside, N. Y.	1600	250	534
WWSR	St. Albans, Vt.	1420	1000	624
WWSW	Pittsburgh, Pa.	1490	250	586
WWVA	Wheeling, W. Va.	1170	50000	637
WXYZ	Detroit, Mich.	1270	5000	463

Stations By Cities

Major Network Affiliations

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; B—Blue Network Co.; N—National Broadcasting Co.
** Joins Blue June 15, 1945; ** Joins CBS June 15, 1945.*

City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	M
Aberdeen, Wash	KXRO	M
Abilene, Texas	KRBC	M-B
Ada, Okla.	KADA	B
Akron, Ohio (Tallmadge)	WADC	C
	WAKR	B
	WHKK	
Alamosa, Colo.	KGIW	
Albany, Ga.	WALB	M
	WGPC	C
Albany, N. Y.	WABY	M
	WOKO	C
Albany, Oregon	KWIL	M
Albert Lea, Minn.	KATE	M-B
Albuquerque, N. M.	KGGM	C
	KOB	N
Alexandria, La.	KALB	B
Alexandria, Va.	WPIK	
Allentown, Pa.	WSAN	N
Altoona, Pa.	WFBG	N
Amarillo, Texas	KFDA	B
	KGNC	N
Ames, Iowa	WOI	
Anchorage, Alaska	KFQD	
Anderson, Ind.	WHBU	B
Anderson, S. C.	WAIM	C
Ann Arbor, Mich.	WPAG	
Anniston, Ala.	WHMA	B
Appleton, Wisc.	WHBY	M
Ardmore, Okla.	KVSO	B
Arecibo, Puerto Rico	WKVM	
Asbury Park, N. J.	WCAP	
Asheville, N. C.	WISE	M-N
	WWNC	C
Ashland, Ky.	WCMI	M
Ashland, Wisc.	WATW	M
Ashtabula, Ohio	WICA	
Astoria, Ore.	KAST	M
Atchison, Kans.	KVAK	M
Athens, Ga.	WGAU	C
Atlanta, Ga.	WAGA	B
	WATL	M
	WGST	C
	WSB	N
Atlantic City, N. J.	WBAB	C
	WFPG	B
Auburn, N. Y.	WMBO	M
Augusta, Ga.	WGAC	B
	WRDW	C
Augusta, Me.	WRDO	N
Aurora, Ill.	WMRO	
Austin, Texas	KNOW	B-M
	KTBC	C
Baker, Ore.	KBKR	
Bakersfield, Calif.	KERN	
	KPMC	M
Baltimore, Md.	WBAL	N
	WCAO	C
	WCBM	B
	WFBR	M
	WITH	
Bangor, Me.	WABI	C
	WLBZ	N
Bartlesville, Okla.	KWON	M
Batavia, N. Y.	WBTA	M
Baton Rouge, La.	WJBO	B
Battle Creek, Mich.	WELL	B
Bay City, Mich.	WBCM	B
Beaumont, Tex.	KFDM	B
	KRIC	
Beckley, W. Va.	WJLS	C
Bellingham, Wash.	KVOS	
Bend, Ore.	KBND	M
Berkeley, Calif.	KRE	
Bessemer, Ala.	WJLD	
Big Spring, Tex.	KBST	B-M
Billings, Mont.	KGHL	N
Binghamton, N. Y.	WNBF	C
Birmingham, Ala.	WAPI	C
	WBRC	N
	WSGN	B
Bismarck, N. D.	KFYR	N
Bloomington, Ill.	WJBC	
Bluefield, W. Va.	WHIS	N
Blytheville, Ark.	KLCN	
Boise, Idaho	KIDO	N
Boone, Iowa	KFGQ	
Boston, Mass.	WBZ	N
	WCOP	B
	WEEI	C
	WHDH	B
	WMEX	
	WNAC	M
	WORL	
Bowling Green, Ky.	WLBJ	M
Bozeman, Mont.	KRBM	N
Brady, Texas	KNEL	
Bridgeport, Conn.	WICC	M
	WNAB	B
Bridgeton, N. J.	WSNJ	
Bristol, Tenn.	WOPI	N
Brooklyn, N. Y.	WBBR	
	WBYN	
	WLIB	
Brownsville, Texas	KEEW	B
Brownwood, Texas	KBWD	M
Brunswick, Ga.	WMOG	
Buffalo, N. Y.	WBEN	N
	WBNY	

City and State	Call Letters	Major Network
	WEBR	M
	WGR	B
	WKBW	C
Burlington, Ia.	KBUR	B
Burlington, N. C.	WBBB	M
Burlington, Vt.	WCAX	C
Butler, Pa.	WISR	
Butte, Mont.	KGIR	N
Cairo, Ill.	WKRO	
Calumet, Mich.	WHDF	M
Camden, N. J.	WCAM	
Canton, Ohio	WHBC	M
Cape Girardeau, Mo.	KFVS	
Carlsbad, N. M.	KAVE	
Carthage, Ill.	WCAZ	
Casper, Wyoming	KDFN	
Cedar City, Utah	KSUB	C
Cedar Rapids, Iowa	WMT	C-M
Cedartown, Ga.	WGAA	B
Centralia-Chehalis, Wash.	KELA	M
Champaign, Ill.	WDWS	C
Charleston, S. C.	WCSC	C
	WTMA	N
Charleston, W. Va.	WCHS	C
	WGKV	N
Charlotte, N. C.	WAYS	B-M
	WBT	C
	WSOC	N
Charlottesville, Va.	WCHV	B
Chattanooga, Tenn.	WAPO	N
	WDEF	B-M
	WDOD	C
Cheyenne, Wyo.	KFBC	B
Chicago, Ill.	WAAF	
	WAIT	
	WBBM	C
	WCFL	
	WCRW	
	WEDC	
	WENR	B
	WGES	
	WGN	M
	WIND	
	WJJD	
	WLS	B
	WMAQ	N
	WMBI	
	WSBC	
Chico, Calif.	KHSL	M
Cicero, Ill.	WHFC	
Cincinnati, Ohio	WCKY	C
	WCPO	
	WKRC	M
	WLW	N
	WSAI	B
Clarksburg, W. Va.	WBLK	N
Clarksdale, Miss.	WROX	
Clarksville, Tenn.	WJZM	M
Clayton (St. Louis) Mo.	KFUO	
Cleveland, Ohio	WGAR	C
	WHK	M
	WJW	B
	WTAM	N
Clinton, Ia.	KROS	M
Clovis, N. M.	KICA	M
Coffeyville, Kans.	KGGF	B
College Station, Tex.	WTAW	B
Colorado Springs, Colo.	KVOR	C
Columbia, Mo.	KFRU	B
Columbia, S. C.	WCOS	B
	WIS	N
	WKIX	
Columbus, Ga.	WRBL	C
	WDAK	B-M
Columbus, Miss.	WCBI	M
Columbus, Ohio	WBNS	C
	WCOL	B
	WHKC	M
	WOSU	
Concord, N. C.	WEGO	
Conway, S. C.	WLAT	
Cookeville, Tenn.	WHUB	C
Coos Bay, Ore.	KOOS	M
Cordele, Ga.	WMJM	
Corpus Christi, Tex.	KEYS	C
	KWBU	B
	KRIS	M-N
Corsicana, Texas	KAND	M
Corvallis, Ore.	KOAC	
Covington, Va.	WKEY	B
Cumberland, Md.	WTBO	N
Dallas, Texas	KRLD	C
	KGKO	
	KSKY	
	WFAA	N
	WRR	M
The Dalles, Ore.	KODL	
Dalton, Ga.	WBLJ	M
Danville, Ill.	WDAN	C
Danville, Va.	WBTM	B
Davenport, Iowa	WOC	B
Dayton, Ohio	WHIO	C
	WING	B
Daytona Beach, Fla.	WMFJ	B
Decatur, Ala.	WMSL	M
Decatur, Ill.	WSOY	C
Decorah, Iowa	KWLC	
Denton, Texas	KDNT	
Denver, Colo.	KFEL	M
	KLZ	C
	KMYR	
	KOA	N
	KPOF	B
	KVOD	C-B
Des Moines, Iowa	KRNT*	C
	KSO**	B-M
	WHO	N
Detroit, Mich.	WJBK	N
	WJLB	
	WJR	
	WWJ	C
	WXYZ	N
Devils Lake, N. D.	KDLR	B
Dodge City, Kans.	KGNO	M
Dothan, Ala.	WAGF	B
Dublin, Ga.	WMLT	
Du Bois, Pa.	WCED	C
Dubuque, Ia.	KDTH	M
	WKBB	B
Duluth, Minn.	KDAL	C
	WEBC	N
Durango, Colo.	KIUP	
Durham, N. C.	WDNC	C
East Lansing, Mich.	WKAR	
East St. Louis, Ill.	WTMV	
Easton, Pa.	WEST	M-N
Eau Claire, Wisc.	WEAU	N
El Centro, Calif.	KXO	M
El Dorado, Ark.	KELD	B
Elizabeth City, N. C.	WCNC	M
Elk City, Okla.	KASA	
Elkhart, Ind.	WTRC	B
Elmira, N. Y.	WENY	M-N

City and State	Call Letters	Major Network
El Paso, Tex.	KROD	C
	KTSM	N
Emporia, Kans.	KTSW	M
Enid, Okla.	KCRC	B
Erie, Pa.	WERC	C
	WLEU	B-M
Escanaba, Mich.	WDBC	M
Eugene, Ore.	KORE	M
Eureka, Calif.	KIEM	M
Evansville, Ind.	WEOA	C
	WGBF	N
Everett, Wash.	KRKO	M
Fairbanks, Alaska	KFAR	
Fairmont, W. Va.	WMMN	C
Fall River, Mass.	WSAR	M
Fargo, N. D.	WDAY	N
Fayetteville, N. C.	WFNC	M
Fergus Falls, Minn.	KGDE	M
Findlay, Ohio	WFIN	
Fitchburg, Mass.	WEIM	M
Flint, Mich.	WFDF	B
Florence, S. C.	WOLS	B
Fond du Lac, Wis.	KFIZ	M
Fort Dodge, Iowa	KVFD	M
Fort Myers, Fla.	WINK	C
Fort Smith, Ark.	KFPW	M
Fort Wayne, Ind.	WGL	N
	WOWO	B
Fort Worth, Tex.	KFJZ	M
	KGKO	B
	WBAP	N
Frederick, Md.	WFMD	C
Fredericksburg, Va.	WFVA	B
Fremont, Neb.	KORN	
Freeport, N. Y.	WGBB	
Fresno, Calif.	KARM	C
	KMJ	N
	KFRE	M
Gadsden, Ala.	WJBY	M
Gainesville, Fla.	WRUF	M
Gainesville, Ga.	WGGA	M
Galesburg, Ill.	WGIL	
Galveston, Texas	KLUF	M
Garden City, Kans.	KIUL	M
Gastonia, N. C.	WGNC	B
Glendale, Calif.	KIEV	
Globe, Ariz.	KWJB	N
Gloversville, N. Y.	WENT	C-M
Goldsboro, N. C.	WGBR	M
Grand Forks, N. D.	KFJM	
	KILO	C
Grand Island, Neb.	KMMJ	B
Grand Junction, Colo.	KFXJ	M
Grand Rapids, Mich.	WLAV	M-B
	WOOD	N
	WJEF	C
Grants Pass, Ore.	KUIN	M
Great Bend, Kans.	KVGB	M
Great Falls, Mont.	KFBB	C
Greeley, Colo.	KFKA	
Green Bay, Wisc.	WTAQ	C
Greenfield, Mass.	WHAI	M
Greensboro, N. C.	WBIG	C
	WGBG	B
Greensburg, Pa.	WHJB	
Greenville, Miss.	WJPR	M
Greenville, N. C.	WGTC	M
Greenville, S. C.	WFBC	N
	WMRC	B
Greenwood, Miss.	WGRM	B
Greenwood, S. C.	WCRS	N
Griffin, Ga.	WKEU	M
Grove City, Pa.	WSAJ	
Gulfport, Miss.	WGCM	B
Hagerstown, Md.	WJEJ	M
Hamilton, O.	WMOH	
Hammond, Ind.	WJOB	
Hannibal, Mo.	KHMO	B
Harlan, Ky.	WHLN	
Harlingen, Texas	KGBS	C
Harrisburg, Ill.	WEBQ	
Harrisburg, Pa.	WHP	C
	WKBO	M-N
	WHGB	
Harrisonburg, Va.	WSVA	
Hartford, Conn.	WDRC	C
	WHTD	B
	WTHT	M
	WTIC	N
Hastings, Neb.	WHAS	
Hattiesburg, Miss.	WFOR	N
Hazleton, Pa.	WAZL	M-N
Helena, Ark.	KFFA	M
Helena, Mont.	KPFA	N
Henderson, Ky.	WSON	
Henderson, N. C.	WHNC	
Herrin, Ill.	WJPF	
Hibbing, Minn.	WMFG	N
Hickory, N. C.	WHKY	B
High Point, N. C.	WMFR	B
Hilo, Hawaii	KHBC	C
Hobbs, N. M.	KWEW	
Holyoke, Mass.	WHYN	M
Honolulu, Hawaii	KGMB	C
	KGU	N
Hopkinsville, Ky.	WHOP	C
Hot Springs, Ark.	KTHS	B
	KWFC	M
Houston, Texas	KPRC	N
	KTRH	C
	KXYZ	B
	KTHT	M
Huntington, W. Va.	WSAZ	B
Huntsville, Ala.	WBHP	M
Huntsville, Tex.	KSAM	
Hutchinson, Kans.	KWBW	N
Idaho Falls, Idaho	KID	M
Indianapolis, Ind.	WFBM	C
	WIBC	M
	WIRE	N
	WISH	B
Iowa City, Iowa	WSUI	
Ironwood, Mich.	WJMS	M
Ithaca, N. Y.	WHCU	C
Jackson, Mich.	WIBM	B
Jackson, Miss.	WJDX	N
	WJXN	
	WSLI	B
Jackson, Tenn.	WTJS	B
Jacksonville, Fla.	WJAX	N
	WJHP	B
	WMBR	C
	WPDQ**	M
Jacksonville, Ill.	WLDS	
Jamestown, N. Y.	WJTN	B
Jamestown, N. D.	KSJB	C-M

City and State	Call Letters	Major Network
Janesville, Wisc.	WCLO	M
Jefferson City, Mo.	KWOS	M
Jersey City, N. J.	WHOM	
Johnson City, Tenn.	WJHL	B
Johnstown, Pa.	WJAC	N
Joliet, Ill.	WCLS	
Jonesboro, Ark.	KBTM	M
Joplin, Mo.	WMBH	M
Juneau, Alaska	KINY	
Kalamazoo, Mich.	WKZO	C
Kalispel, Mont.	KGEZ	
Kansas City, Kans.	KCKN	M
Kansas City, Mo.	KCMO	B
	KMBC	C
	WDAF	N
	WHB	M
Kearney, Nebr.	KGFW	
Keene, N. H.	WKNE	C
Ketchikan, Alaska	KTKN	
Kilgore, Texas	KOCA	
Kingsport, Tenn.	WKPT	N
Kingston, N. Y.	WKNY	M
Kinston, N. C.	WFTC	B
Klamath Falls, Ore.	KFJI	M
	KFLW	
Knoxville, Tenn.	WBIR	B
	KNOX	C
	WROL	N
Kokomo, Ind.	WKMO	C
Laconia, N. H.	WLNH	M
LaCrosse, Wisc.	WKBH	N
Lafayette, Ind.	WASK	
Lafayette, La.	KVOL	N
La Grange, Ga.	WLAG	M
La Grande, Ore.	KLBM	
LaJunta, Colo.	KOKO	
Lake Charles, La.	KPLC	N
Lakeland, Fla.	WLAK	N
Lancaster, Pa.	WGAL	M-N
Lansing, Mich.	WJIM	B
Lapeer, Mich.	WMPC	
Laredo, Tex.	KPAB	M
Las Vegas, N. M.	KFUN	
Las Vegas, Nev.	KENO	B
Laurel, Miss.	WAML	N
Lawrence, Kans.	KFKU	
	WREN	B
Lawrence, Mass.	WLAW	C
Lawton, Okla.	KSWO	M
Lewiston, Ida.	KRLC	M
Lewiston, Me.	WCOU	M
Lewistown, Pa.	WMRF	N
Lexington, Ky.	WLAP	B-M
Lihue, Hawaii	KTOH	
Lima, Ohio	WLOK	N
Lincoln, Nebr.	KFAB	C
	KFOR	B-M
Little Rock, Ark.	KARK	N
	KGHI	B
	KLRA	C
Logan, Utah	KVNU	M
Logan, W. Va.	WLOG	
Long Beach, Calif.	KFOX	
	KGER	
Longview, Texas	KFRO	B-M
Longview, Wash.	KWLK	M
Los Angeles, Calif.	KECA	B
	KFAC	
Los Angeles, Calif.	KFI	N
	KFSG	
	KFVD	
	KFWB	
	KGFJ	
	KHJ	M
	KMPC	
	KMTR	
	KNX	C
	KRKD	
Louisville, Ky.	WAVE	N
	WGRC	M
	WHAS	C
	WINN	B
Lowell, Ariz.	KSUN	C
Lowell, Mass.	WLLH	M
Lubbock, Texas	KFYO	B
Ludington, Mich.	WKLA	M
Lufkin, Texas	KRBA	
Lynchburg, Va.	WLVA	B
Macon, Ga.	WBML	B
	WMAZ	
	WNEX	C
Madison, Wisc.	WHA	
	WIBA	N
Manchester, N. H.	WFEA	N
	WMUR	B
Mandan, N. D.	KCGU	M
Manhattan, Kans.	KSAC	
Manitowoc, Wisc.	WOMT	
Mankato, Minn.	KYSM	N
Mansfield, Ohio	WMAN	B
Marion, Ohio	WMRN	B
Marquette, Mich.	WDMJ	
Marrinette, Wisc.	WMAM	N
Marshalltown, Ia.	KFJB	M
Martinsville, Va.	WMVA	N
Marysville, Calif.	KMYC	M
Mason City, Iowa	KGLO	C
Mayaguez, P. R.	WPRA	
McComb, Miss.	WSKB	
Medford, Ore.	KMED	N
Medford, Wisc.	WIGM	
Memphis, Tenn.	WHBQ	M
	WMC	N
	WMPS	B
	WREC	C
Merced, Calif.	KYOS	M
Meridian, Miss.	WCOC	C
Miami, Fla.	WIOD	N
	WQAM	C
	WFTL**	M
Miami Beach, Fla.	WKAT	
Middletown, N. Y.	WALL	
Midland, Texas	KRLH	M
Miles City, Mont.	KRJF	
Milwaukee, Wisc.	WEMP	B
	WISN	C
	WTMJ	N
Minneapolis, Minn.	WCCO	C
	WDGY	
	WLB	
	WLOL	M
	WTCN	B
Minot, N. D.	KLPM	M
Missoula, Mont.	KGVO	C
Mobile, Ala.	WALA	N
	WMOB	B-M
Modesto, Calif.	KTRB	
Monroe, La.	KMLB	B
	KNOE	N
Monterey, Calif.	KDON	M

City and State	Call Letters	Major Network
Montgomery, Ala.	WCOV	C
	WSFA	N
Moorhead, Minn.	KVOX	M
Morgantown, W. Va.	WAJR	
Moultrie, Ga.	WMGA	
Muncie, Ind.	WLBC	C
Muscle Shoals City, Ala.	WLAY	M
Muskegon, Mich.	WKBZ	B-M
Muskogee, Okla.	KBIX	B
Nampa, Idaho	KFXD	
Nashville, Tenn.	WLAC	C
	WSIX	B-M
	WSM	N
Natchez, Miss.	WMIS	
Newark, N. J.	WHBI	
	WAAT	
New Albany, Ind.	WGRC	M
New Bedford, Mass.	WNBH	B
New Bern, N. C.	WHIT	M
Newburgh, N. Y.	WGNY	
New Castle, Pa.	WKST	
New Haven, Conn.	WELI	B
	WHNC	
New Kensington, Pa.	WKPA	
New London, Conn.	WNLC	M
New Orleans, La.	WDSU	B
	WJBW	
	WNOE	M
	WSMB	N
	WWL	C
Newport News, Va.	WGH	B
New York	WABC	C
	WBNX	
	WEAF	N
	WEVD	
	WHN	
	WINS	
	WJZ	B
	WMCA	
	WNEW	
	WNYC	
	WOV	
	WOR	M
	WQXR	
Niagara Falls, N. Y.	WHLD	
Norfolk, Nebr.	WJAG	
Norfolk, Va.	WTAR	N
Norman, Okla.	WNAD	
Northfield, Minn.	WCAL	
North Platte, Nebr.	KODY	N
Oakland, Calif.	KLS	
	KLX	
	KROW	
Ocala, Fla.	WTMC	B
Ogden, Utah	KLO	M
Ogdensburg, N. Y.	WSLB	M
Oklahoma City, Okla.	KOCY	M
	KOMA	C
	KTOC	B
	WKY	N
Okmulgee, Okla.	KHBG	M
Olean, N. Y.	WHDL	B
Olympia, Wash.	KGY	M
Omaha, Nebr.	KBON	M
	KOIL	C
	KOWH	B
	WOW	N
Opelika, Ala.	WJHO	M
Orlando, Fla.	WDBO	C
	WLOF	B
Oshkosh, Wisc.	WOSH	B
Ottumwa, Iowa	KBIZ	M
Owensboro, Ky.	WOMI	M
Paducah, Ky.	WPAD	C
Palestine, Texas	KNET	K
Palm Beach, Fla.	WWPG	B-M
Pampa, Texas	KPDN	M
Panama City, Fla.	WDLP	M
Paris, Texas	KPLT	B-M
Parkersburg, W. Va.	WPAR	C
Pasadena, Calif.	KPAS	
	KPPC	
	KWKW	
Pasco, Wash.	KPKW	
Paterson, N. J.	WPAT	
Pawtucket, R. I.	WFCI	B
Pecos, Texas	KIUN	
Pendleton, Ore.	KWRC	
Pensacola, Fla.	WCOA	N
Peoria, Ill.	WMBD	C
Petersburg, Va.	WBHD	
Philadelphia, Pa.	KYW	N
	WCAU	C
	WDAS	
	WFIL	B
	WHAT	
	WIBG	
	WIP	M
	WPEN	
	WTEL	
Phoenix, Ariz.	KOY	C
	KPHO	B
	KTAR	N
Pierre, S. D.	KGFX	
Pine Bluff, Ark.	KOTN	M
Pittsfield, Mass.	WBRK	M
Pittsburg, Kans.	KOAM	N
Pittsburgh, Pa.	KDKA	N
	KQV	B
	WCAE	M
	WJAS	C
	WWSW	
Plainview, Texas	KVOP	
Plattsburg, N. Y.	WMFF	B
Pocatello, Ida.	KSEI	N
Ponca City, Okla.	WBBZ	
Ponce, Puerto Rico	WPAB	
	WPRP	
Pontiac, Mich.	WCAR	
Poplar Bluff, Mo.	KWOC	
Port Angeles, Wash.	KONP	
Port Arthur, Tex.	KPAC	M
Port Huron, Mich.	WHLS	M
Portland, Me.	WCSH	N
	WGAN	C
Portland, Ore.	KALE	M
	KBPS	
	KEX	B
	KGW	N
	KOIN	C
	KWJJ	
	KXL	
Portsmouth, N. H.	WHEB	M
Portsmouth, Ohio	WPAY	M
Portsmouth, Va.	WSAP	M
Poughkeepsie, N. Y.	WKIP	B
Powell, Wyo.	KPOW	
Poynette, Wisc.	WIBU	M
Prescott, Ariz.	KYCA	N
Presque Isle, Me.	WAGM	K
Price, Utah	KEUB	M
Providence, R. I.	WEAN	M
	WJAR	N
	WPRO	C

City and State	Call Letters	Major Network
Provo, Utah	KOVO	M
Pueblo, Colo.	KGHF	B
Pullman, Wash.	KWSC	
Quincy, Ill.	WTAD	C
Racine, Wisc.	WRJN	M
Raleigh, N. C.	WPTF	N
	WRAL	M
Rapid City, S. D.	KOTA	
	WCAT	
Reading, Pa.	WEEU	N
	WRAW	N
Redding, Calif.	KVCV	M
Reno, Nev.	KOH	
Rice Lake, Wisc.	WJMC	M
Richmond, Ind.	WKBV	M
Richmond, Va.	WBBL	
	WMBG	N
	WRIV	
	WRNL	B
	WRVA	C
Riverside, Calif.	KPRO	B
Roanoke, Va.	WDBJ	C
	WSLS	B
Roanoke Rapids, N. C.	WCBT	M
Rochester, Minn.	KROC	N
Rochester, N. Y.	WHAM	N
	WHEC	C
	WSAY	M
Rockford, Ill.	WROK	B
Rock Hill, S. C.	WRHI	
Rock Island, Ill.	WHBF	M
Rock Springs, Wyo.	KVRS	M
Rocky Mount, N. C.	WEED	B
Rome, Ga.	WRGA	M
Roseburg, Ore.	KRNR	M
Roswell, N. M.	KGFL	K
Royal Oak, Mich.	WEXL	
Rutland, Vt.	WSYB	M
St. Albans, Vt.	WWSR	
St. Augustine, Fla.	WFOY	C
St. Cloud, Minn.	KFAM	N
St. Joseph, Mo.	KFEQ	B
St. Louis, Mo.	KMOX	C
	KFUO	
	KSD	N
	KWK	M
	KXOK	B
	WEW	
	WIL	
St. Paul, Minn.	KSTP	N
	WMIN	
St. Petersburg, Fla.	WSUN	B
	WTSP	M
Sacramento, Calif.	KFBK	B
	KROY	C
	KCRA	
	KXOA	
Safford, Ariz.	KGLU	N
Saginaw, Mich.	WSAM	N
Salem, Mass.	WESX	
Salem, Ore.	KSLM	M
Salina, Kans.	KSAL	M
Salisbury, Md.	WBOC	M
Salisbury, N. C.	WSTP	M
Salt Lake City, Utah	KDYL	N
	KALL	
	KNAK	
	KSL	C
	KUTA	B
San Angelo, Texas	KGKL	B-M
San Antonio, Texas	KABC	B
San Antonio, Texas	KMAC	M
	KONO	
	KTSA	C
	WOAI	N
San Bernardino, Calif.	KFXM	M
San Diego, Calif.	KFMB	B
	KFSD	N
	KGB	M
San Francisco, Calif.	KFRC	M
	KGO	B
	KJBS	
	KPO	N
	KSAN	
	KSFO	
	KYA	
San Jose, Calif.	KQW	C
San Juan, Puerto, Rico	WKAQ	C
	WNEL	
	WIAC	
San Luis Obispo, Calif.	KVEC	M
Santa Ana, Calif.	KVOE	M
Santa Barbara, Calif.	KDB	M
	KTMS	B
Santa Fe, N. M.	KVSF	C
Santa Rosa, Calif.	KSRO	
Saranac Lake, N. Y.	WNBZ	B
Sarasota, Fla.	WSPB	C
Sault Ste. Marie, Mich.	WSOO	B
Savannah, Ga.	WSAV	N
	WTOC	C
Schenectady, N. Y.	WGY	N
	WSNY	
Scottsbluff, Nebr.	KGKY	
Scranton, Pa.	WARM	B
	WGBI	C
	WQAN	
Seattle, Wash.	KEVR	
	KIRO	C
	KJR	B
	KOL	M
	KOMO	N
	KRSC	
	KTW	
	KXA	
Sedalia, Mo.	KDRO	
Selma, Ala.	WHBB	M
Sharon, Pa.	WPIC	
Shawnee, Okla.	KGFF	B
Sheboygan, Wisc.	WHBL	M
Shenandoah, Ia.	KFNF	
	KMA	B-M
Sheridan, Wyo.	KWYO	
Sherman, Texas	KRRV	M
Shreveport, La.	KRMD	B
	KTBS	N
	KWKH	C
Sidney, Mont.	KGCX	C
Siloam Springs, Ark.	KUOA	
Sioux City, Ia.	KSCJ**	B
	KTRI	M
Sioux Falls, S. D.	KELO	N
	KSOO	N
South Bend, Ind.	WSBT	C
	WHOT	B
Spartanburg, S. C.	WORD	B
	WSPA	C
Spencer, Ia.	KICD	M
Spokane, Wash.	KFIO	M
	KFPY	C
	KGA	B
	KHQ	N
Springfield, Ill.	WCBS	B
	WTAX	C

City and State	Call Letters	Major Network
Springfield, Mass.	WBZA	N
	WMAS	C
	WSPR	B
Springfield, Mo.	KGBX	N
	KTTS	C-M
	KWTO	B
Springfield, Ohio	WIZE	B
Stamford, Conn.	WSRR	B
Sterling, Colo.	KGEK	
Steubenville, Ohio	WSTV	M
Stevens Pt., Wisc.	WLBL	
Stockton, Calif.	KGDM	C
	KWG	B
Suffolk, Va.	WLPM	B
Sumter, S. C.	WFIG	
Sunbury, Pa.	WKOK	
Superior, Wisc.	WDSM	M-B
Sweetwater, Texas	KXOX	
Sidney, Mont.	KGCX	
Syracuse, N. Y.	WAGE	B
	WFBL	C
	WOLF	M
	WSYR	N
Sylacauga, Fla.	WFEB	
Tacoma, Wash.	KMO	M
	KTBI	
	KVI	
Tallahassee, Fla.	WTAL	M
Tampa, Fla.	WDAE	C
	WFLA	N
Temple, Texas	KTEM	M-B
Terre Haute, Ind.	WBOW	N
Texarkana, Tex.	KCMC	B-M
Thomasville, Ga.	WPAX	
Toccoa, Ga.	WRLC	M
Toledo, Ohio	WSPD	N
	WTOL	B
Topeka, Kans.	WIBW	C
Town of Allegany, N. Y.	WHDL	B
Traverse City, Mich.	WTCM	M
Trenton, N. J.	WTNJ	
	WTTM	N
Troy, N. Y.	WHAZ	
	WTRY	B
Tucson, Ariz.	KTUC	C
	KVOA	N
Tucumcari, N. M.	KTNM	M
Tulsa, Okla.	KOME	B-M
	KTUL	C
	KVOO	N
Tupelo, Miss.	WELO	M
Tuscaloosa, Ala.	WJRD	
Tuscola, Ill.	WDZ	
Twin Falls, Ida.	KTFI	N
Tyler, Texas	KGKB	M
Uniontown, Pa.	WMBS	C
Urbana, Ill.	WILL	
Utica, N. Y.	WIBX	C
Valdosta, Ga.	WGOV	M
Valley City, N. D.	KVOC	M
Vancouver, Wash.	KVAN	
Vermilion, S. D.	KUSD	
Vernon, Texas	KVWC	M
Vicksburg, Miss.	WQBC	B
Victoria, Texas	KVIC	
Vincennes, Ind.	WAOV	M
Virginia, Minn.	WHLB	N
Visalia, Calif.	KTKC	B
Waco, Texas	WACO	B-M
Wallace, Ida.	KWAL	M
Walla Walla, Wash.	KUJ	M
Warren, Ohio	WRRN	M
Washington, D. C.	WINX	
	WTOP	C
	WMAL	B
	WOL	M
	WRC	N
	WWDC	
Washington, N. C.	WRRF	B
Washington, Pa.	WJPA	
Waterbury, Conn.	WATR	B
	WBRY	C
Waterbury, Vt.	WDEV	
Waterloo, Ia.	KXEL	B
	WMT	C-M
Watertown, N. Y.	WATN	M
	WWNY	C
Watertown, S. D.	KWAT	
Wastonville, Calif.	KHUB	B
Wausau, Wisc.	WSAU	C
Waycross, Ga.	WAYX	M
Welch, W. Va.	WBRW	
Wenatchee, Wash.	KPO	B
Weslaco, Texas	KRGV	N
West Palm Beach, Fla.	WJNO	C
West Lafayette ,Ind.	WBAA	
West Point, Ga.	WRLD	B
West Yarmouth, Mass.	WECB	B
Wheeling, W. Va.	WKWK	C
	WWVA	B
White Plains, N. Y.	WFAS	
Wichita, Kans.	KANS	N
	KFBI	B-M
	KFH	C
Wichita Falls, Tex.	KWFT	C
Wilkes-Barre, Pa.	WBAX	M
	WBRE	N
Williamson, W. Va.	WBTH	
Williamsport, Pa.	WRAK	N
Willmar, Minn.	KWLM	B-M
Wilmington, Del.	WDEL	N
	WILM	M
Wilmington, N. C.	WMFD	B
Wilson, N. C.	WGTM	M
Winchester, Va.	WINC	B
Winona, Minn.	KWNO	B-M
Winston-Salem, N. C.	WAIR	B-M
	WSJS	N
Wisconsin Rapids, Wisc.	WFHR	M
Woodside, N. Y.	WWRL	
Worcester, Mass.	WAAB	M
	ORC	B
	WTAG	C
Yakima, Wash.	KIT	M
	KTYW	
Yankton, S. Dak.	WNAX**	C
York, Pa.	WORK	M-N
	WSBA	B
Youngstown, Ohio	WFMJ	B
	WKBN	B
Yuma, Ariz.	KYUM	C
Zanesville, Ohio	WHIZ	N
Zarephath, N. J.	WAWZ	N

ALABAMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WHMA

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Anniston Broadcasting Co.
Operated By.....Anniston Broadcasting Co.
Address .....Radio Building, 1330 Noble St.
Phone Number.....2380
Transmitter Location..... Radio Building, 1330 Noble St.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Anniston Star
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Sears & Ayer, Inc.

Personnel

Owner .....Harry M. Ayers
Station-Commercial Manager.....J. W. Buttram
Program-Publicity Director.....Ruby Meigs
Production Manager.....Malcolm Street
Sales Promotion Manager-Musical Director.... Mrs. Ruby Meigs
Chief Engineer.....James Hudson
Director of War Programs.....J. W. Buttram

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WJLD

BESSEMER—EST. 1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....George Johnston
Address.....1831—4th Ave. N.
Phone Number.....2300; 2301; 6-6172
Transmitter Location.....Blue Lake Site
Time on the Air..6 a.m. to 10 p.m., weekdays; 7 a.m. to 12 p.m., Sundays.
News Service.....AP
Transcription Service.....World Broadcasting System-Keystone Broadcasting System.

Personnel

Owner.....William R. Terry
Station Manager.....Hal Falter
Commercial Manager.....Eugene P. Weil
Production Manager.....Miriam Bunkin
Program Director.....Hal Falter
Chief Announcer.....Hal Falter
Chief Engineer.....George Harrison, Jr.

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WBRC

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By..Birmingham Broadcasting Co., Inc.
Address.....WBRC Bldg., Second Ave. and 18th St. N.
Phone Number 4-7741
Transmitter Location....2400 Arkedelphia Rd.
Time on the Air 6:00 a.m. to 12:00 midnite; Sundays, 7:00 a m to 12:00.
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President-General Manager.....J. C. Bell
Station Manager.....John M. Connolly
Director of War Programs....Herbert C. Grieb
Chief Engineer.....G. P. Hamann

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WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 Watts
Owned By.....Alabama Polytechnic Institute, University of Alabama, Alabama College.
Licensee.....Voice of Alabama, Inc
Address ..... Protective Life Bldg.
Phone Number.....3-8116
Studio Addresses.....Protective Life Bldg.; University of Alabama Campus, Tuscaloosa; Alabama College Campus, Montevallo; Alabama Polytechnic Institute Campus, Auburn.
Transmitter Location.....Sandusky, Ala.
Time on the Air: 5:45 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....UP
Representative..... Radio Sales

Personnel

Chairman of Board.....Ed Norton
President-General Manager.....Thad Holt
National Sales & Promotion Manager..... H. H. Holthouser
Program Director.....Jimmie Willson
Production Manager.....Lionel Baxter
Publicity Director.....Mary Bennett
Musical Director.....Stanleigh Malone
Chief Engineer.....N. S. Hurley

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WSGN

BIRMINGHAM—EST. 1925

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated by.....The Birmingham News Co.
Address..... Dixie Carlton Hotel

Phone Number.....4-3434
Transmitter Location.....Alabama State Fair Grounds
Time on the Air: 5 a.m. to 12 midnight days, 7 a.m. to 12 midnight
Newspaper Affiliation....Birmingham News; Birmingham Age-Herald
News Service.....AP
Transcription Service.....NBC Thesaurus, Langworth
Representative.....Headley-Reed Co.

Personnel

General Manager.....Henry P. Johnston
Assistant to Manager.....Evelyn Hicks
Program Director.....Jack McCormack
Production Manager.....Jack McCormack
Chief Engineer.....Gordon F. Bishop

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WMSL

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Tennessee Valley Broadcasting Co.
Address.....511 Bank St.
Phone Number.....802-3-4
Transmitter Location.....Decatur, Ala.
Time on the Air.....6:30 a.m. until 10:15 p.m.
News Service.....UP
Transcription Service....World Broadcasting System and WBS
Representative.....Headley-Reed Co.

Personnel

President.....Melvin Hutson
Secretary-Treasurer.....Clyde Hendrix
Station-Commercial Manager....Ernest Mobley
Program Director-Director of War Programs.....Denny Wright
Production Manager.....Otis Dodge
Publicity Director.....Pat Wright
Chief Announcer.....Frank Lokey
Chief Engineer.....J. Roser
Record Master of Ceremony.....Otis Dodge, Frank Lokey, Ernest Cramer

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WAGF

DOTHAN—EST. 1933

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Dothan Broadcasting Company
Address.....204½ E. Main Street
Phone Number.....1430
Transmitter Location.....Headland Highway, Dothan
Time on the Air.....Daytime license
Newspaper Affiliation.....Dothan Eagle
Transcription Service.....Standard Radio
Representative.....Headley-Reed Company

Personnel

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley
Program Director and Chief Announcer.....Willard Wilkes
Production Manager and Chief Engineer.....John T. Hubbard

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WJBY

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gadsden Broadcasting Co., Inc.
Address.....108 Broad Street
Phone Number.....88
Transmitter Location.....108 Broad Street
Time on the Air.....7 a.m. to 11.00 p.m.
News Service.....Transradio
Representative.....Sears & Ayer

Personnel

President.....B. H. Hopson
Station Manager and Program Director.....Beatrice Tate Benton
Commercial Manager.....Sam Benton
Chief Engineer.....L. O. Brunes

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WBHP

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK

Frequency: 1230 Kc.....Power 250 Watts
Owned-Operated By.....W. H. Pollard
Address.....318 W. Clinton St.
Phone Number.....313
Transmitter Location.....Athens Pike
Time on the Air.....Unlimited license
News Service.....UP

Personnel

President-Station Manager and Commercial Manager.....W. H. Pollard
Program Director.....Margaret Speake
Production Manager.....Hugh McDonald
Chief Announcer and Chief Engineer.....John Garrison

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WALA

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
Owned By.....W. O. Pape

Operated By .....Pape Broadcasting Co.
Address.....106 St. Joseph St., AT&N Railroad Bldg.
Phone Number.....Dexter 3-3787
Transmitter Location.....Tensas Bridge Head, Baldwin County
Time on the Air.....6 a.m. to 11:00 p.m.; Sundays, 8:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

General Manager.....W. O. Pape
Commercial Manager.....H. K. Martin
Program Director-Chief Announcer.....Charles Saunders
Musical Director.....Agnes Pirtle
Chief Engineer.....Raymond Hurley

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WMOB

MOBILE—EST. 1939

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....S. B. Quigley
Business Address.....600 St. Louis St., (Quigley Building)
Phone Number.....Belmont 2-4566
Studio Address.....600 St. Louis St.
Transmitter Location.....600 St. Louis St.
Time on the Air.....Unlimited License
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Sears & Ayer, Inc.

Personnel

Station Manager.....S. B. Quigley
Commercial Manager.....F. E. Busby
Sales Promotion Manager....Miss Bea Quigley
Program Director.....Miss Clara Malone
Production Manager.....Mrs. Adele Hull
Publicity Director.....Miss Bea Quigley
Chief Engineer.....T. L. Greenwood

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WCOV

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Capital Broadcasting Company, Inc.
Business Address..... 2 Montgomery St.
Phone Number.....5781
Transmitter Location.....Narrow Lane Road, Montgomery
Time on the Air.....17 hours daily
News Service .....INS
Transcripion Service.....Standard Radio
Representative.....Howard H. Wilson Co.

Personnel

President-Station Mgr. ....G. W. Covington, Jr
Commercial Manager.....John C. Hughes
Executive Secretary.....Evelyn B. Robinson
Musical Director.....Weston Britt
Program Director.....Weston Britt
Chief Engineer.....W. D. Weatherly

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WSFA

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Montgomery Broadcasting Co., Inc.
Business Address.....P. O. Box 1031
Phone Number.....8361
Studio Address.....Jefferson Davis Hotel
Transmitter Location.....Narrow Lane Road,
Time on the Air.....6:00 a.m. to midnight
News Service..... AP
Transcription Service NBC Thesaurus
Representative.....Headley-Reed Co.

Personnel

President-General Manager....Howard E. Pill
Station Manager.....John B. DeMotte
Local Sales Manager.....W. W. Hunt
Publicity Director.....Leland Childs
Program-Musical Director and Production Manager.....Caldwell Stewart
Chief Engineer.....Cliff Shelkofsky

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WLAY

MUSCLE SHOALS CITY—EST. 1933

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....Muscle Shoals Broadcasting Corporation
Address.....Muscle Shoals, Ala.
Phone Number.....1450
Transmitter Location.....Muscle Shoals, Ala.
Time on the Air.....6:30 a.m. to 11 p.m.; Sundays, 7:30 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Sears & Ayer

Personnel

President.....F. M. Farris, Jr.
Station and Commercial Manager and Publicity Director.....E. J. Sperry
Program-Musical Director and Production Manager...Mrs. Josephine Sperry
Sales Promotion Mgr.....Mrs. Lucille Johnston
Chief Announcer.....G. W. Orton, III

WJHO

OPELIKA—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. ....Power 250 d.; 100 n.
Owned-Operated By.....Opelika Auburn Broadcasting Co.
Address.....1400 Auburn Road
Phone Number.....856
Transmitter Location.....1400 Auburn Road
Time on the Air.....6:00 a.m. to 12:00 mid.
News Service .....UP
Transcription Service.....NBC and Keystone Broadcasting System

Personnel

Station Manager and Chief Engineer.....F. Marion Hyatt
Commercial Manager.....James T. Ownby
Publicity Director.....Anne Davis
Musical Director.....Ben Parsons
Sales Promotion.....James T. Ownby
Program Director.....Anne Davis

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WHBB

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By....Selma Broadcasting Company, Inc.
Business Address.....209 Washington St.
Phone Number.....1233
Studio Address.....209 Washington St., Selma, Ala.
Transmitter Location.....Seventh Ave., North
Time on the Air.....14½ hours daily
Representative.....Sears & Ayer, Inc.

Personnel

Station-Commercial Mgr.....Julien Smith, Jr
Chief Engineer.....T. F. Kelley, Jr.

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WFEB

SYLACAUGA*

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Alabama Broadcasting Co.
President.....E. E. Forbes, Sr.

* *C.P. only.*

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WJRD

TUSCALOOSA—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....James R. Doss, Jr.
Address.....First National Bank Bldg.
Phone Number.....4464-65
Transmitter Location.....Jug Factory & Greensboro Roads
Time on the Air.....Unlimited license
Transcription Service....World Broadcasting System, C. P. MacGregor
Representative..... Headley-Reed Co..

Personnel

Owner.....J. R. Doss, Jr.

ARIZONA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KWJB

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: The Gila Broadcasting Co., Inc.
Business Address.....Globe & Safford
Phone Number.....Globe 41
Studio Address.....South Globe, Arizona
Transmitter Location....South Globe, Arizona
Time on the Air.....6:30 a.m.-11 p.m., daily; 7 a.m.-12.15 a.m., Sunday
Representative.....Paul H. Raymer
News Service.....AP, INS, UP
Transcription Service.....Standard Radio

Personnel

President.....Louis F. Long
General Manager.....Paul Merrill
Commercial and Sales Manager.....Edward E. Furman
Chief Engineer.....Herbert Hartman
Record Master of Ceremony..Willard Shoecraft

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KSUN

BIRBEE—EST. 1933

CBS
ARIZONA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Copper Electric Co., Inc.
Address.....Box C, Birbee, Ariz.

Phone Number.....Birbee 9
Transmitter Location .....Lowell, Ariz.
Time on the Air.....7 a.m. to 10:30 p.m.
News Service .....UP
Representative.....John Blair & Co.

Personnel

President-Owner.....James S. Maffeo
Station Manager.....Carleton W. Morris
Commercial Manager.....Eleanor Cervisi
Program Director.....Marion McKinney
Chief Announcer.....Hugh Keyes

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KOY

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Salt River Valley Broadcasting Company
Address.....838 North Central Avenue
Phone Number.....4-4144
Transmitter Location.....12th St. & Camelback Rd.
Time on the Air.....6 a.m. to 12:00 midnight
Newspaper Affiliation.....Prairie Farmer Publishing Co., Arizona Farmer
News Service.....UP; Transradio
Transcription Service.....World Broadcasting System
Representative.....John Blair & Co.

Personnel

Chairman of Board.....Burridge D. Butler
President.....W. A. Baldwin
Commercial Manager.....John L. Hogg
General Manager.....Albert D. Johnson
Program Director.....John R. Williams
Chief Announcer and Production Manager.....Joe Dana
Musical Director.....Alfred Becker
Chief Engineer.....Lewis Sublett

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KPHO

PHOENIX—EST. 1941

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Phoenix Broadcasting, Inc.
Business Address..Adams Hotel, Phoenix, Ariz.
Phone Number 4-7367
Studio Address...Adams Hotel, Phoenix, Ariz.
Transmitter Location..24th Ave. & Buckeye Rd.
Time on the Air.....6 a.m. to midnight
News Service .....INS
Transcription Service.....ASCAP, BMI, SESAC
Representative.....Howard H. Wilson Co.

Personnel

President-Owner .....Rex Shepp
Station Manager.....Charlie Garland
Sales Manager & Sales Promotion Arnold J. Gregory
PJrogram Director.....Libby Quinn
Director of War Programs.....Libby Quinn
Production Manager.....Libby Quinn
Publicity Director.....Mollie Munger
Chief Announcer.....John Wages
Musical Director.....Mollie Munger
Chief Engineer.....Ross Griffith
Record MC..John Wages & Graham Alexander

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KTAR

PHOENIX—EST. 1922

NBC
ARIZONA BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By..... KTAR Broadcasting Company
Eusiness Address.....711 Heard Building
Phone Number.....4-4161
Studio Address.....Atop the Heard Building
Transmitter Location.....36th St. & East Thomas Road
Time on the Air.....6:00 a.m. to 12 midnight; Sundays, 7:00 a.m. to 12:15 a.m.
Newspaper Affiliation.....Arizona Republic and Phoenix Gazette
News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus, Standard Radio Library and Langworth
Representative.....Paul H. Raymer Co.

Personnel

Chief Owner-Ch. of Bd.....John J. Louis
President & General Manager.....Dick Lewis
Commercial Manager.....J. R. Heath
Sales Promotion Manager.....L. D. Bradbury
Program Director.....J. Howard Pyle
Director of War Programs.....J. Howard Pyle
Publicity Director.....John Snow
Artists' Bureau Head.....Mary Louise Watson
Chief Engineer.....Harold Haughawout

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KYCA

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasting Company
Address.....East Gurley St.
Phone Number.....244
Transmitter Location.....East Gurley St.
Time on the Air.....Unlimited License

News Service.....INS and AP
Transcription Service.....Standard Library
Representative.....Paul Raymer Co.

Personnel

Station and Commercial Mgr....Harold Ritter
Program Director.....Roberta Pfister
Artists' Bureau.....Byron Lee McCall
Dir. of War Programs.....Roberta M. Pfister
Production Manager.....Shirley Ritter
Publicity Director.....Byron Lee McCall
Chief Announcer.....Robert Giroux
Musical Director.....Catharine F. Girard
Chief Engineer.....George Eitel
Office Manager.....Odalite Ritter

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KGLU

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gila Broadcasting Company
Address .....Safford, Ariz.
Phone Number..... 15
Transmitter Location.....1218 - 6th Ave.
Time on the Air.....7 a.m. -11p.m. daily
News Service.....AP; INS; UP
Transcription Service.....Standard Radio
Representatives.....Paul H. Raymer Co.

Personnel

President.....Louis F. Long
Station Manager.....Paul Merrill
Commercial and Sales Promotion Manager.....Edward E. Furman
Publicity Director.....Paul Merrill
Program Director, Production Manager and Chief Announcer.....Norman B. Harrington
Chief Engineer.....Herbert Hartman
Dir. of War Programs...Norman B. Harrington
Musical Director.....Alberta Hunt
Record MC.....Thomas B. Greenhaw

KTUC

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Tucson Broadcasting Co., Inc.
Address.....900 E. B'way
Phone Number 1400
Transmitter Location.....900 E. B'way
Time on the Air.....6 a.m. to 11 p.m.
News Service .....UP
Transcription Service.....Associated Record Program, Service & World Broadcasting System
Representative.....John Blair & Co.

Personnel

Station Manager.....Lee Little
Sales Manager.....Eugene Packer
Chief Announcer.....Graham French
Program Director and Dir. of War Programs.....Wayne Sanders
Chief Engineer.....Cliff Livingston
Production Manager.....Gerry O'Brien
Musical Director.....Wayne A. Sanders

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KVOA

TUCSON—EST. 1929

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By: Arizona Broadcasting Company, Inc.
Business Address.....P. O. Box 2911
Phone Number.....3703
Studio Address.....48 East Broadway
Transmitter Location.....10th and Lee
Time on the Air.....6 a.m.-11 p.m.
Newspaper Affiliation.....Arizona Republic
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams

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KYUM

YUMA—EST.1940

BLUE NETWORK-NBC
ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Yuma Broadcasting Co.
Business Address.....Post Office Box 352
Phone Number.....Yuma 88
Studio Address...19th Avenue and 1st Street
Transmitter Location..19th Avenue and 1st St.
Time on the Air: 7 a.m. to 11:00 p.m.; Sundays, 7:00 a.m. to 12:15 a.m.
News Service.....INS, UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President.....R. N. Campbell
Station Manager.....Ray Smucker
Program Director and Dir. of War Programs.....D. Clark Hayden
Chief Engineer.....Leavenworh Wheeler

ARKANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KLCN

BLYTHEVILLE—EST. 1922

Frequency: 900 Kc.....Power: 1000 Watts
Owned and Operated by...Fred O. Grimwood
Address.....Noble Hotel
Phone Number.....2093
Transmitter Location.....Armored, Ark.
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service:.....NBC Thesaurus
Representative.....The John E. Pearson Co.

Personnel

Station-Commercial
Manager.....Harold L. Sudbury
Sales Promotion Manager.....Harold Sudbury
Program Director.....J. T. Sudbury
Director of War Programs-
Chief Announcer.....Bill Crable
Musical Director.....Bob Berryman
Chief Engineer.....Bob Connor

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KELD

EL DORADO—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Radio Enterprises, Inc.
Address.....Box 610, El Dorado, Ark.
Phone 1313
Transmitter Location.....Country Club Colony
Time on the Air:.....6:45 a.m. to 10:30 p.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Cox and Tanz

Personnel

President.....T. H. Barton
Station and Commercial Manager..Leon Sipes
Sales Promotion Manager-
Publicity Director.....J. R. Duerson
Program Director.....Rodney Smith
Chief Announcer.....James Broach
Director of War Programs....Jacqueline Click
Chief Engineer.....A. W. Hearin

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KFPW

FORT SMITH—EST. 1930

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Southwestern Hotel Co.
Address.....1215 Garrison Ave.
Phone Number 4106
Transmitter Location .....Albert Pike & Kelley Highway
Time on the Air.....6:30 to 12 p.m.; Sundays, 8:00 a.m. to 10:00 p.m.
News Service.....UP and AP
Transcription Service .....NBC Thesaurus; World Broadcasting System

Personnel

President and General Mgr...John A. England
Station Manager.....J. E. "Pat" Garner
Commercial-Sales Promotion
Manager.....Bill Slates
Program-Musical Director.....Dorothy Gibson
Production Manager and
Publicity Director.....Pat Garner
Chief Announcer.....William A. Stapleton
Chief Engineer.....John M. Van Horn

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KFFA

HELENA—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
ARKANSAS NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:.Helena Broadcasting Co.
Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....215 York St.
Time on the Air.....104 hours weekly
News Services.....UP
Transcription
Service .....Keystone Broadcasting System

Personnel

President-General Manager....Sam Anderson
Program Director and
Production Manager.....Doris Trainer
Chief Engineer.....J. C. Warren
Chief Announcer.....Leland Stone

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KTHS

HOT SPRINGS—EST. 1924

BLUE NETWORK
ARKANSAS NETWORK

Frequency .....1090 Kc.
Power.....10,000 d.; 1000 n.
Owned-Operated By..Radio Broadcasting, Inc.
Address.....135 Benton Street
Phone Number.....1160-1161
Transmitter Location.....Malvern Road
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Bramham Company

Personnel

President.....John D. Ewing
Station Manager.....K. K. Kellam

Commercial Manager.....Ed Appler
Program Director and
Production Manager.....Frank A. Browne
Chief Engineer.....Cecil Suitt

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KWFC

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clyde E. Wilson
Address.....819½ Central
Phone Number 412-3
Transmitter Location.....819½ Central
Time on the Air.....7 a.m. to 11 p.m.
News Service .....AP
Transcription Service.....Standard Radio

Personnel

General Manager.....Clyde E. Wilson
Commercial and Sales
Promotion Manager.....Robert Choate
Program Director.....Ann Hiryak
Production Manager and
Publicity Director .....Jon Hackett
Chief Engineer.....Earl H. Butler

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KBTM

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned by....Jay P. Beard d/b as Regional Broadcasting Co.
Operated By.....Mrs. Jay P. Beard
Address: KBTM Bldg., Madison at Jackson Sts.
Phone Number.....597
Transmitter Location.....Tower Place, East of Jonesboro
Time on the Air.....7:00 A.M. to 10:00 P.M.

Personnel

President.....Jay P. Beard
Station Manager.....Mrs. Jay P. Beard
Commercial Manager.....W. H. Cate
Program Director.....Mrs. M. J. Fox

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KARK

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.
SOUTHCENTRAL QUALITY NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By: Arkansas Radio & Equipment Co.
Address .....Radio Center, 114 E. Capitol
Phone Number.....LD 224
Transmitter Location: Jackson Blvd., North Little Rock
Time on the Air.....6:00 a.m.-11:05 p.m.; Sundays, 7:00 a.m. to 11:05 p.m.
News Service.....AP, INS
Transcription Service.....Standard
Representative.....Edward Petry & Co.

Personnel

V-P. and Gen. Mgr.....G. E. Zimmerman
Commercial Manager.....Julian F. Haas
Studio Manager.....Jack Rumrill
Publicity Director.....Julian F. Haas
Chief Engineer.....Dan L. Winn

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KGHI

LITTLE ROCK—EST. 1927

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Arkansas Broadcasting Company
Address.Gazette Building, 3rd & Louisiana Sts.
Phone Number.....9166
Transmitter Location.....Gazette Building
Time on the Air: 6 a.m. to 11p.m. Saturdays, 6:00 a.m. to 1:00 a.m.
Newspaper Affiliation.....Arkansas Gazette

Personnel

General Manager.....S. C. Vinsonhaler
Commercial Manager.....R. E. Rives
Program Director.....Dorothy Welse
Chief Engineer.....V. D. Vandusen

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KLRA

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency:1010 Kc...Power 10000 d.; 5000 n.
Owned-Operated By...Arkansas Broadcasting Company
Address...Gazette Bldg., 3rd & Louisiana Sts.
Phone .....LD 132
Transmitter Location.....7 miles out on Memphis Hi-Way
Time on the Air: 5:00 a.m. to 12:05 a.m. Mondays through Saturday; 7 a.m. to 12:05 a.m., Sundays.
Newspaper Affiliation.....Arkansas Gazette
News Service.....UP
Transcription Service.....World Broadcasting Service
Representative.....The Katz Agency

Personnel

President.....J. N. Heiskell
Station Manager.....Roy Judge
Merchandising Manager and
Publicity Director.....Claude Miller
Program Director.....Raymond P. Lang
Production Manager.....Raymond P. Lang
Musical Director.....Tom Scott
Chief Engineer.....K. F. Tracy

KOTN

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....B. J. Parrish
Address .....505½ Main St.
Phone Number 721
Transmitter Location.....505½ Main St.
Time on the Air.....Unlimited
News Service.....UP and AP

Personnel

President-General Manager.....B. J. Parrish
Sales Promotion Manager.....R. W. Eiter
Program Director.....Ayleene Somervell
Chief Engineer.....B. J. Parrish

KUOA

SILOAM SPRINGS—EST. 1922

KEYSTONE BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....KUOA Incorporated
Address.....Siloam Springs, Ark.
Phone Number 77
Transmitter Location.....Siloam Springs, Ark.
Time on the Air.....6:30 a.m. to Local Sunset
News Service .....UP
Transcription Service.... World Broadcasting System, Keystone Broadcasting System
Representative .....The Walker Company

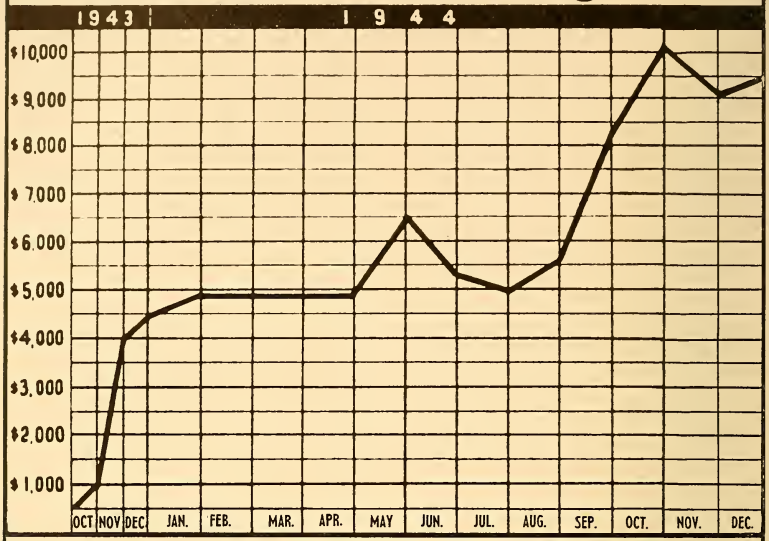
Personnel

President.....John E. Brown
Station and Commrcial Manager.....Storm Whaley
Program Director.....Gilberta Walton
Director of War Programs.....Storm Whaley
Chief Engineer.....Kenneth Maxwell

For KCNC, Texarkana, see Texas listings.

FOR QUALITY
AP !

The *Beeline* Advertising Index



The above chart shows the gross dollar volume of national spot business per month, broadcast on the BEELINE during the first fifteen months of its existence.

TODAY, NEARLY ALL NATIONAL SPOT ACCOUNTS ADVERTISING IN CENTRAL CALIFORNIA AND WESTERN NEVADA ARE USING THE BEELINE.

McClatchy Broadcasting Company
Sacramento, California

Robert A STREET
National Sales Manager

Paul H. RAYMER CO.
National Representative

CALIFORNIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KERN

BAKERSFIELD—EST. 1932

BLUE NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By..McClatchy Broadcasting
Address .....Elks Bldg.
Phone Number 8-8431
Transmitter Location.....Ming & Oak Sts.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation McClatchy Newspapers
News Service.....AP and INS
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Deane Banta
Commercial Manager.....Richard Brothers
Chief Engineer .....Verne Shatto

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KPMC

BAKERSFIELD—EST. 1935

MUTUAL—DON LEE

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Operated By..Pioneer Mercantile Co.
Business Address..Box 1709, Bakersfield, Calif.
Phone Number 8-8151
Transmitter Location.....307 East 21st St.
Time on the Air...6:30 a.m.-12:00 p.m. weekdays; 7:00 a.m.-12:00 p.m. Sunday
News Service .....UP
Transcription Service.....NBC Thesaurus and Associated Music Publishers
Representative.....John Blair & Co.

Personnel

President .....F. G. R. Schamblin
Station Manager.....L. A. Schamblin
Assistant Manager.....C. C. Sturm

•

KRE

BERKELEY—EST. 1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Central California Broadcasters, Inc.
Address .....601 Ashby Avenue
Phone Number.....Ashberry 7715
Transmitter Location.....601 Ashby Avenue
Time on the Air.....Unlimited
News Service .....INS
Transcription Service .....Standard Radio

Personnel

President-Station Manager....Arthur Westlund
Sales Promotion-Program Manager .....Don Hambly
Chief Announcer.....Phil McKernan
Musical Director.....Harrold S. Hawley

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KHSL

CHICO—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power 1,000 Watts
Owned-Operated By.....Golden Empire Broadcasting Co., Inc.
Address .....4th & Broadway Sts.
Phone Number.....Chico 237-8
Transmitter Location.....Hooker Oak and Madrone Aves.
Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00 a.m. to 11:00 p.m., Sundays
News Service.....UP
Transcription Service.....Standard Radio, C. P. MacGregor
Representative.....W. S. Grant Co.

Personnel

President .....Hugh McClung
Station Manager.....M. F. Woodling
Commercial and Sales Promotion Manager.....Henry Watton, Jr.
Program and Musical Director.....Mabel Swift
Production Manager and Publicity Director.....Russell Pope
Chief Announcer.....Thomas Nelson
Chief Engineer.....Emory P. Milburn

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KXO

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 Watts 250 N
Owned-Operated By.....Valradio, Inc.
Address .....793 Main St.
Phone Number 1100
Transmitter Location.....793 Main St.
Time on the Air.....7:00 a.m. to 11:00 p.m.
Transcription Service .....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President.....Thomas E. Sharp
Station Manager .....Ken Thornton
Commercial Manager.....Belle Hovey
Program Director.....Mabel Dalton
Chief Announcer.....Jerry Oppell
Chief Engineer.....Leroy Bellwood

KIEM

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By ....Redwood Broadcasting Co., Inc.
Business Address ..... Box 43
Phone Number.....93
Studio Address.....Vance Hotel, Eureka Inn
Transmitter Location.....McFarland Tract Humboldt Bay
Time on the Air.....Unlimited
News Service .....INS; UP
Transcription Service.....World Broadcasting System
Representative.....John Blair & Co.

Personnel

President and Station Manager.....William B. Smullin
Rural War Manager.....Eddie Logan
Commercial Manager.....Betty Lundeen
Production Manager.....C. Paul Corbin
Sales Promotion Manager.....Betty Byrd
Program Manager.....Mary Martin
Musical Director.....Jack Andrews
Religious Director..Rev. Charles H. Hudson
Office Manager.....George E. Thomson
Traffic Manager .....Betty Matthias
Education Director.....Earl Roberts
Engineer.....Alvor Olson

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KARM

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By....KARM, The George Harm Station
Address .....1333 Van Ness Ave.
Phone Number 4-2966
Transmitter Location....Van Ness & Alluvial Avenues
Time on the Air.....6 a.m. to 12 midnight; 8 a.m. to 12 midnight, Sunday
News Service.....AP and INS
Transcription Service.....Standard Radio
Representative.....Edward Petry & Co., Inc.

Personnel

Owner & President.....Mrs. Hattie Harm
General Manager.....Clyde F. Coombs
Commercial Manager.....Ned L. Brown
Publicity Director.....Eldora Roth
Program Director.....John Garrick
Chief Engineer.....R. M. Dorothy

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KFRE

FRESNO—EST. 1942

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By.....J. E. Rodman
Address.....T. W. Patterson Bldg.
Phone Number..... 4-5001
Transmitter Location.....Clinton & First Sts.
Time on the Air:...5:00 a.m. to 12:00 midnight
News Service .....UP
Transcription Service.....Associated Music Publishers and World
Representative..... John Blair & Co.

Personnel

Owner .....J. E. Rodman
General Manager.....Paul R. Bartlett
Program Director.....Gene Chenault
Office Manager.....Lois Daniels
Traffic Manager.....Frances Quinn
Chief Engineer.....Sheldon Anderson

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KMJ

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 580 Kc. .....Power: 5,000 Watts
Owned-Operated By..McClatchy Broadcasting Co.
Address .....Van Ness & Calaveras
Phone Number..... 3-6277
Transmitter Location....North & Madera Aves. Kerman
Time on the Air:.....24 hours daily
Newspaper Affiliation.....The Fresno Bee (McClatchy Newspapers)
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Keith Collins
National Sales Manager (N. Y. C.) Robert Sriteet
Sales Manager.....Coyle Chambers
Sales Promotion Manager.....Jack Griffith
Traffic Manager.....Margaret Vogelsang
Special Events Director.....A. D. Patterson
Program and Musical Director and Production Manager.....Andy Patterson
Publicity Director.....Jack Griffith
Chief Engineer.....Wm. N. Wallace
War Program Director.....Andy Patterson

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KIEV

GLENDALE—EST. 1933

Frequency: 870 Kc.....Power: 250 Watts
Owned-Operated By: Cannon Broadcasting System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....Citrus 1-1133
Transmitter Location.....102 N. Glendale Ave.
Time on the Air.....Daytime License

Personnel

President.....David H. Cannon
General Manager.....L. W. Peters
Chief Announcer.....R. W. Muller
Chief Engineer.....Lee Gustafson

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KFOX

LONG BEACH—EST. 1924

SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By..Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone Number.....672-81
Transmitter Location...220 E. Anaheim Street
Time on the Air.....5:00 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service.....Standard Radio, Langworth Transcription Service; C. P. MacGregor

Personnel

President, Station Manager and Program Director.....Hal G. Nichols
Commercial and Sales Promotion Manager and Chief Engineer..Lawrence W. McDowell
Director of War Programs.....Margaret Smith

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KGER

LONG BEACH—EST. 1926

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By: Consolidated Broadcasting Corp.
Business Address.....435 Pine Ave.
Phone Number.....Long Beach 660-41
Studio Addresses: 435 Pine Ave.; 643 So. Olive, Los Angeles
Transmitter Location.....Atlantic & Olive, Compton
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....AP & INS
Transcription Service: World Broadcasting System, Standard Radio, Lang-Worth, McGregor and Associated
National Representative.....Spot Sales, Inc.

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
Commercial Manager.....Lee Wynne
Sales Promotion Manager...Thomas P. Hunter
Musical Director.....Helene Smith
Production Manager.....Irene Cook
Chief Engineer.....Ronald Oakley

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KECA

LOS ANGELES—EST. 1929

BLUE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By....Blue Network Co., Inc.
Address.....1440 No. Highland Ave.
Phone Number.....Hillside 8231
Transmitter Location.....2951 S. Fairfax Ave.
Time on the Air.....6:00 a.m. to 12 midnight; 6:45 a.m. to midnight, Sunday
News Service.....UP, AP
Transcription Service.....Thesauras
Representative.....Blue Network Spot Sales

Personnel

President.....Earle C. Anthony
General Manager.....Clyde Scott
Commercial and Sales Mgr.....Amos Baron
Program Manager.....John Edwards
Musical Director.....Claude Sweeten
Production Manager.....Wm. Davidson
Publicity Director.....Virginia West
Continuity Editor.....Katherine Calvert
Chief Engineer.....Ralph Denechaud

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KFAC

LOS ANGELES—EST. 1929

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By: Los Angeles Broadcasting Company, Incorporated
Address.....645 South Mariposa
Phone Number .....Fitzroy 1231
Transmitter Location.....3725 Chesapeake, L. A., Calif.
Time on the Air.....168 hours a week
News Service .....AP

Personnel

President-General Manager....Calvin J. Smith
Program Director.....Harry Mitchell
Publicity Director.....Eileen Wheatley
Traffic Manager.....Lucile R. Blake
Chief Announcer.....Harry Mitchell
Chief Engineer.....Owen J. Ford

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KFSG*

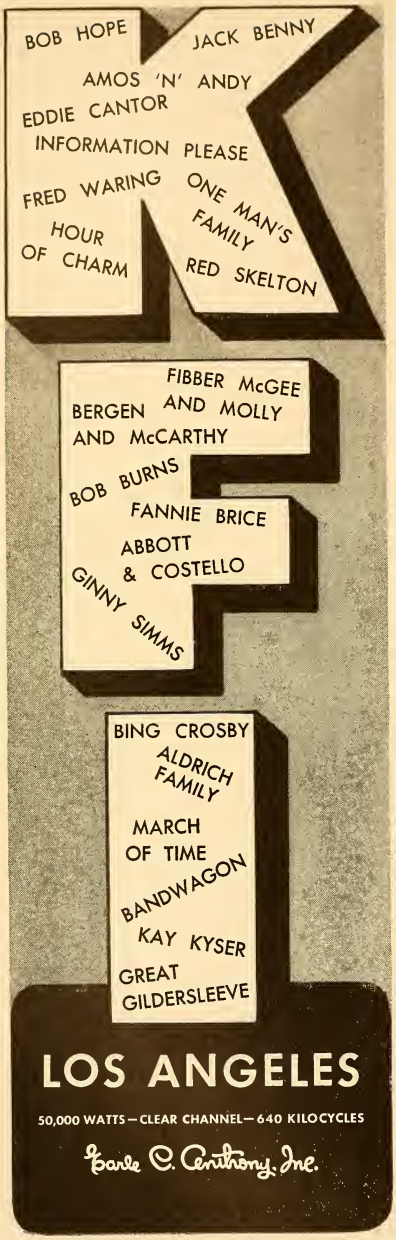
LOS ANGELES—EST. 1923

Frequency: 1150 Kc....Power: 2500 d.; 1000 n.
Owned-Operated By: Echo Park Evangelistic Ass'n
Address.....1100 Glendale Blvd.
Phone Number.....Exposition 1141
Transmitter Location.....1100 Glendale Blvd.
Time on the air: 7:45 p.m. to 12 midnight (except Fridays); Sundays, 10:30 a.m. to 12:30 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12 midnight

Personnel

President.....Aimee Semple McPherson
Station Manager.....Rev. Jack Carmaine
Musical Director.....Esther Fricke Stuart
Chief Engineer.....Myron Kluge

* *Non-Commercial Station.*



• • CALIFORNIA • •

KFI

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By...Earle C. Anthony, Inc.
Address.....141 North Vermont Ave.
Phone Number.....FAirfax 2121
Transmitter Location.....Buena Park, Calif.
Time on the Air.....24 Hours Daily, Except Tues.—12 Hours
News Service.....UP
Transcripiton Service: Standard Radio, Lang-Worth
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Earle C. Anthony
General Manager.....William B. Ryan
Sales Manager.....Geo. A. Whitney
Program Director.....Don McNamara
Production Manager.....Bob Hiestand
Publicity Director.....Harold Carlock
Director of Promotion and Public Service.....J. G. Paltridge
Auditor.....Ernest Felix
Special Events Supervisor.....Robert Purcell
Continuity Editor.....Volney Cunningham
Musical Director.....Claude Sweeten
Chief Engineers.....Curtis Mason, H. L. Blatterman

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KFWB

LOS ANGELES—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By: Warner Bros. Broadcasting Corp.
Address.....5833 Fernwood Ave.
Phone Number.....Hempstead 5151
Transmitter Location.Baldwin Hills, Culver City
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....AP, UP, INS and Reuters
Representative.....William G. Rambeau Co.

Personnel

General Manager.....Harry Maizlish
Production Manager.....William Ray
Program Director.....William Ray
Chief Announcer.....Harry Hall
Musical Director.....Leon Leonardi
War Program Director.....Sara Langman
Chief Engineer.....Harry Myers

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KFVD

LOS ANGELES

Frequency: 1020 Kc.....Power: 1000 Watts
Owned-Operated By: Standard Broadcasting Company, Inc.
Address.....338 South Western Avenue
Phone Number.....Drexel 2391
Transmitter Location....9300 Cattaraugus St.
Time on the Air:6 a.m. to sundown, 10:00 p.m. to 1:00 a.m.

4 NEWS SERVICES

1. Associated Press
2. United Press
3. International News Service
4. Reuters

4 NETWORK COMMENTATORS

1. Sam Balter
2. John B. Hughes
3. Bill Pennell
4. Peter De Lima

ALL
On
Warner Bros.

K F W B

Hollywood

—and more public service programs than any other station in the West.

5,000 WATTS DAY AND NIGHT

Harry Maizlish
General Manager

William Rambeau, National Representative

News Service.....UP
Transcription Service .....Lang-Worth, MacGregor

Personnel

President-Station Manager.....J. Frank Burke
Commercial Manager.....F. J. Smalley, Jr.
Program Dir.-Chief Announcer...Howard Gray
Publicity Director.....Toni Reeder
Director of War Programs.....Howard Gray
Chief Engineer.....William Gass

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KGFJ

LOS ANGELES—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Ben S. McGlashan
Address .....1417 S. Figueroa St.
Phone Number .....Prospect 2434
Transmitter Location .....1828 Oak St.
Time on the Air .....Unlimited license
News Service ..... INS
Transcription Service .....Associated Music Publishers.

Personnel

Manager.....Thelma Kirchner
Public Relations Director.....Harry Koplan
Production Mgr.....Carolyn Caro
Program Director.....Rene Bozarth
Chief Engineer.....Homer Obuchon

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KHJ

LOS ANGELES—EST. 1921

MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Business Address.....5515 Melrose Ave.
Phone Number.....HOllywood 8111
Transmitter Location.....Venice Blvd. & La Cienega
Time on the Air:24 hours daily; Monday, 12:00 midnite to 6:00 a.m.
News Service.....AP, INS, City News
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
Vice-President and General Manager.....Lewis Allen Weiss
Vice President and Assistant Manager.....Willet H. Brown
Commercial Manager.....Sydney Gaynor
Sales Promotion and Publicity Director.....Fair Taylor
Traffic Manager.....Mary E. Ryan
Musical Director.....Frank Du Vol
War Program Director.....Tony La Frano
Chief Engineer.....Frank M. Kennedy

KMPC

LOS ANGELES—EST. 1928

Frequency: 710 Kc.....Power: 10,000 Watts
Owned By: KMPC, The Station of the Stars, Inc.
Address.....5939 Sunset Blvd.
Phone Number.....Hollywood 5341
Transmitter Location.....12755 Burbank Blvd.
Time on the Air.....6 a.m. to midnight
News Service.....UP and AP
Transcription.....Associated, World
Representative.....Paul H. Raymer Co.

Personnel

President.....G. A. Richards
V. P. & Gen. Mgr.....Robert O. Reynolds
Commercial Manager.....Herbert Wixson
Production Manager.....Howard Rhines
Program Manager.....Woodrow Hattie
Publicity Director.....Willard Hanes
Special Events Director.....Jack Sherman
Traffic Manager.....Alice Richards
Musical Director.....Marie Hudson
Program Director.....Don Otis
Acting Chief Engineer.....James LaShaun

What's a Man?

Generally speaking, he's a time or space buyer, merchandise manager, account executive, or other *genus homo* seeking and devising ways and means to *influence* women. In Los Angeles, the male species finds the *best way* to influence women is through the station *programmed and managed by* women—KGFJ.

THE TWENTY-HOUR STATION 1230 KC

KGFJ

Thelma Kirchner, Manager
"Los Angeles' BIGGEST Little Station"
1417 South Figueroa St., Los Angeles 15, Calif.

• • CALIFORNIA • •

KMTR

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Operated By.....KMTR Radio Corp.
Address.....1000 Cahuenga Blvd.
Phone Number..... .....Hillside 1161
Transmitter Location.....1000 Cahuenga Blvd.
Time on the Air.....24 hours daily
News Service.....Radio News Reel. INS, AP
Transcription Service..Lang-Worth; Standard Radio, MacGregor
Representative .....Burn-Smith Co.

Personnel

General Manager.....Kenneth O. Tinkham
Program Manager.....Jim Strain
Publicity Director.....Hal Halley
Traffic Manager.....Marion Page
Recording Division.....Lyman M. Smith
Musical Director.....Salvatore Santaella
Chief Engineer.....Pete Wilson

You already know it . . .

but we want to repeat it
again. Maybe some of you
have missed it in the past—

IN PROGRAMS . . . IN PERSONNEL
IN CONSTRUCTION

KMTR is truly

"America's Most Individual Radio Station"

COVER 90% OF SOUTHERN
CALIFORNIA'S POPULATION
AT THE *LOWEST* COST

Get the KMTR Picture
and
Rate Card

1000 Cahuenga Blvd.
HOLLYWOOD

Hillside 1161
CALIFORNIA

KMTR
570 K.C.
"TOP OF THE DIAL"

KMTR
570 KC
"TOP" of the DIAL

The "Top" Radio Station with—
NEWS
EVERY HOUR—ON THE HOUR
24 HOURS A DAY

Exclusive One Minute Announcement

Offered in Middle of any Five Minute News broadcast on-the-hour at regular five minute Card Rate. Write for availabilities:

K M T R — Hollywood — BURN-SMITH CO., INC.

California New York Chicago

KNX

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc..... Power: 50,000 Watts
Owned-Operated By ..Columbia Broadcasting System, Inc.
Address.....6121 Sunset Blvd.
Phone Number.....Hollywood 1212
Transmitter Location....Columbia Park, Torrance, Calif.
Time on the Air.....24 hours daily
News Service.....AP; INS; UP
Transcription Service..Lang-Worth, Associated
Representative..... Radio Sales

Personnel

Vice President and General Manager.....Donald W. Thornburgh
Ass't Gen'l Mgr. and Director of Network Sales.....Harry W. Witt
Pacific Coast Sales Mgr...George L. Moskovics
Sales Manager (KNX).....J. A. Morton
Sales Promotion Manager.....Ralph Taylor
Merchandising & Sales Service Manager.....Jack O'Mara
Radio Sales Representative.....Meredith Pratt
Program Manager.....Hal Hudson
Chief Engineer.....Lester H. Bowman
Director of Public Relations.....Fox Case
Director of Press Information..Lloyd Brownfield
Operations Manager.....Ben Paley
CBS Western Musical Director....Lud Gluskin
Musical Director (KNX).....Wilbur Hatch
Continuity Chief.....Everett Tomlinson
Production Manager.....Edith Todesca
Managing News Editor.....Clinton Jones
Stations Relations Manager...E. W. Buckalew

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KRKD

LOS ANGELES—EST. 1927

Frequency: 1150 Kc...Power: 2500 d.; 1,000 n.
Owned-Operated By.....Radio Broadcasters, Incorporated
Business Address.....541 So. Spring Street
Phone Number.....Tucker 7111
Studio Addresses....312 Spring Arcade Bldg.; 541 So. Spring St.
Transmitter Location.....1100 Lemoyne
Time on the Air.....Shares Time with KFSG
News Service .....INS

Personnel

General Manager.....Ned Connor
Program Director.....Venna Taylor
Chief Engineer.....Willis O. Freitag
Chief Announcer.....Doug Douglas

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KMYC

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Marysville-Yuba City Broadcasters, Inc.
Address.....P. O. Box 631, Marysville, Calif.
Phone Number.....2080
Transmitter Location.....Three miles north of Marysville on Laurellan Road
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio
Representative.....W. S. Grant Co.

Personnel

President .....Horace Thomas
Station and Commercial Manager.Joe D. Carroll
Sales Promotion Manager.....Hedley Hall
Program Director and Production Manager.....Ruth Parmeter
Chief Engineer.....A. J. Powell, Jr.
Chief Announcer.....Hedley Hall

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KYOS

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Merced Broadcasting Company
Business Address.....P. O. Box 717
Phone Numbers.....1430; 1431
Studio Address.....“G” Street Grade
Transmitter Location.....“G” Street Grade
Time on the Air.....6:00 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service.....Standard Radio
National Sales Office.....582 Market St., San Francisco
Representative .....W. S. Grant

Personnel

General Director.....Hugh McClung
Station Manager.....Mel Marshall
Commercial Manager.....J. C. MacFarland
Sales Promotion Manager.....George Spelvin
Program Director.....Herb James
Chief Engineer.....Malcolm R. Beavers

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KTRB

MODESTO—EST. 1933

Frequency: 860 Kc.....Power: 1000 Watts
Owned-Operated By..KTRB Broadcasting Co.,
Business Address.....P. O. Box 593
Phone Number..... 774
Studio and Transmitter.....Norwegian Ave.
News Service .....INS

Personnel

President-Station Manager..Wm. H. Bates, Jr.
Sales Manager.....Virgil V. Risley
Program Director.....Cecil Lynch
Chief Engineer.....Wm. H. Bates, Jr.

KDON

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Monterey Peninsula Broadcasting Co.
Business Address.....275 Pearl St.
Phone Number: .....Monterey 8501
Studio Addresses ..275 Pearl St.; 137 Monterey St., Salinas
Transmitter Location .....Municipal Wharf
Time on the Air.....6:30 a.m. to 10.00 p.m.
Newspaper Affiliation....Monterey Peninsula Herald; Salinas, Californian
News Service .....UP
Transcription Service.....Standard Radio, Associated

Personnel

President .....Paul H. Caswell
Station Managers.....Howard V. Walters, Bernard E. Cooney
Program Director.....Howard Walters
Chief Announcer.....Edward C. Duty, Jr.
Chief Engineer.....Edward C. Duty

KLX

OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Tribune Building Corp.
Address ....Tribune Tower, 13th & Franklin Streets
Phone Number.....Glencourt 0660
Transmitter Location.....Tribune Tower
Time on the Air:6:25 a.m. to 2:30 a.m.; 9:00 a.m. to 1:00 a.m., Sunday
Newspaper Affiliation.....Oakland Tribune
News Service.....AP
Transcription Service.....World Broadcasting System: Photo and Sound, Inc.
Representative.....Joseph Hershey McGillvra

Personnel

President-Owner.....J. R. Knowland, Jr.
General Manager.....Glenn Shaw
Sales Promotion Manager.....Walter Brown
Program Director.....Leon Churchon
Publicity Director.....Gladys Herst
Musical Director.....Charles Short Ridge
Chief Engineer.....Ross Smith
War Program Director.....Leon Churchon

KLX

HAS HIGH PRIORITY ON

"LISTENER LOYALTY"

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From pioneer to pace setter since 1921. That's the record of radio station KLX, Metropolitan Oakland's leading Independent.

From its broadcast of the Dempsey-Carpentier fight in Jersey City, July 2, 1921, to the vital war news of today, KLX has given its listeners a high standard of radio programs and outstanding public service.

That's why it's "just natural" to tune to KLX.

The TRIBUNE STATION, Oakland 4, California
National Representative, JOSEPH HERSHEY McGILLVRA, Inc.

KROW

OAKLAND—EST. 1925

Frequency: 960 Kc. .....Power 1000 Watts
Owned-Operated By.....KROW, Inc.
Business Address ....Radio Center Building, 464 - 19th Street
Phone Number.....GLencourt 6774
Studio Addresses.....Radio Center Building Bellevue Hotel, San Francisco; Newsreel Theatre, Oakland, Calif.
Transmitter Location .....1522 - 8th Avenue
Time on the Air.....6 a.m. to Midnight
News Service .....INS
Transcription Service.....Standard Radio; Langworth

Personnel

President .....Sheldon Sackett
Vice-President-General Manager .....Philip G. Lasky
Commercial Manager.....Ralph Wiener
Program Director.....R. W. Wassenberg
Production Manager.....Jim Boswell
Publicity Director.....Mercedes Prosser
Chief Announcer.....Jim Boswell
Chief Engineer .....C. E. Downey
Director of War Programs.....Phyllis Flynn

710,113 *people*

in Metropolitan

OAKLAND

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Metropolitan Oakland extends nearly 30 miles (all solidly built-up CITY) along the eastern shore of San Francisco Bay.

KROW

"The Home Interest Station"

IS *Oakland's Leading Station*

RADIO CENTER BUILDING, 19TH and BROADWAY
OAKLAND, CALIFORNIA

Philip G. Lasky, General Manager

KLS

OAKLAND—EST. 1921

Frequency: 1310 Kc. .....Power: 1000 Watts
Owned By .....S. W. & E. N. Warner
Operated by .....Warner Brothers
Address ..... 327-21st Street
Phone Number .....Higate 1212
Transmitter Location.....327-21st Street
Time on the Air.....24 hours
News Service .....INS

Personnel

President-Owners.....S. W. and E. N. Warner
Station Manager.....F. Wellington Morse
Commercial and Sales Promotion Manager.....F. W. Morse
Program Director .....C. de Costa
Chief Engineer.....Howard Faulknor

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KPAS

PASADENA—EST. 1941

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By: Pacific Coast Broadcasting Co.
Business Address...1401 South Oak Knoll Rd.
Phone Number..RYan 1-6991; SYcamore 6-9281
Studio Addresses: Huntington Hotel; Music City, Sunset & Vine Sts., Hollywood
Transmitter Location: Lexington & Gallatin Rd., El Monte, Calif.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....INS
Transcription Service: Lang-Worth; Associated Music Publishers
Representative.Joseph Hershey McGillvra, Inc.

Personnel

President.....J. Frank Burke
Production Manager.....Loyal K. King
Commercial Manager.....Frank Burke, Jr.

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KPPC

PASADENA—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By: Pasadena Presbyterian Church
Address.....585 East Colorado St.
Phone Number.....Sycamore 3-2193
Transmitter Location...585 East Colorado St.
Time on the Air.....Sundays, 9 a.m. to 9 p.m.; Wednesdays, 7 p.m. to 9:30 p.m.

Personnel

President.....C. Franklin Ward
Chief Announcer.....Vincent Parsons
Program-Musical Director.....Leon Hall
Chief Engineer.....N. V. Parsons

(Non-Commercial Station)

KWKW

PASADENA—EST. 1942

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Southern California Broadcasting Co.
Address.....425 East Green St.
Phone.....Ryan 1-6744
Transmitter Location.....San Gabriel
Time on the Air.....6:00 a.m. to sunset
News Service.....UP
Transcription Service.....Standard Radio

Personnel

Station Manager.....Howard L. Tullis
General Manager.....William J. Beaton
Commercial Manager.....William J. Beaton
Program Director.....Paul Allison
Chief Engineer.....Paul Spargo

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KVCV

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Golden Empire Broadcasting Co.
Business Address.....Box 1525
Phone Number.....1646, 1647
Studio Address.....Highway No. 99
Transmitter Location.....Highway No. 99
Time on the Air.....6:00 a.m. to 12:00 p.m.
News Service .....UP
Transcription Service.....Standard Radio; C. P. MacGregor
Representative.....Will Grant

Personnel

President.....Hugh McClung
Station Manager.....Ralph R. Bryan
Commercial Manager....Fred M. Stuelpnagel
Program Director.....Lyle Mathis
Chief Engineer.....Russell B. Pope

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KPRO

RIVERSIDE—EST. 1941

BLUE NETWORK

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By: Broadcasting Corporation of America
Business Address: 3401 Russell St., Riverside, Calif.
Phone Number: Riverside 6290, San Bernardino 5157
Studio Address: 3401 Russell St., Riverside American National Bank Bldg., San Bernardino
Transmitter Location:.....3401 Russell St.
Time on the Air.....6:00 a.m. to 4 a.m.
News Service.....INS and AP
Transcription Service: Associated Music Publishers and MacGregor
Representative.....Joseph Hershey McGillvra

Personnel

President-General Manager.....W. L. Gleeson
Station Manager.....W. L. Gleeson
Sales Promotion and Publicity Director.....M. Thorne
Program Director.....Lee Lamley
Chief Engineer.....Amon Dolde

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KCRA

SACRAMENTO—EST. 1944

Frequency: 1340 Kc.....Power: 250 Watts
Owned By...Central Valleys Broadcasting Co.
Business Address....Capital Nat'l Bank Bldg.
Phone Number 3-7363
Studio Address.....Capital Nat'l Bank Bldg.
Transmitter Location...27th & American River
Time on the Air...6:00 a.m. to 12:00 midnight
News Service .....AP
Transcription Service.....World Broadcasting System

Personnel

Owned By..Ewing C. Kelly, David R. McKinley, Vernon Hansen
Station Manager.....Ewing C. Kelly
Commercial Manager.....Norman Hodgkinson
Program Director.....Jack Eliassen
Production Manager.....Christine Ness
Chief Engineer.....Marvin D. Myers

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KFBK

SACRAMENTO—EST. 1922

BLUE NETWORK

Frequency: 1530 Kc.....Power: 10,000 Watts
Owned-Operated By: McClatchy Broadcasting Co.
Business Address.....708 Eye St.
Phone Number.....2-5011
Transmitter Location.....Yola County
Time on the Air.....24 hours daily
Newspaper Affiliation.....Sacramento Bee
News Service.....UP and AP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Leo O. Ricketts
Program and Publicity Director.....Howard L. Bailey
Sales Manager.....Jack Schacht
Musical Librarian.....Rosalie Brandt
Chief Engineer.....Stam Sronce

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KXOA*

SACRAMENTO

Frequency: 1490.....Power: 250 Watts

** CP issued to Lincoln Dellar.*

you're in swell company on KFMB...

Walter Winchell

George V. Denny, Jr.

Don McNeil

Ed Wynn

Westbrook Van Voorhis

with BASIC BLUE NETWORK SHOWS . . . plus local programming attuned to the listening habits of the rich San Diego market . . . a highly concentrated market where $808,000,000.00 annually is spent by the 450,000 BUYING civilians who make up this great area. That means, in the layman's language, over $15,000,000.00 is spent EVERY WEEK in San Diego. (Not to mention the unquotable millions in PLUS earnings and spendings by the Military personnel located in and near San Diego.)

KFMB is the spark-plug for the San Diego market . . . it is the station that REACHES and INFLUENCES this wealthy population. KFMB is San Diego's busy . . progressive station!!

Tom Breneman

Gracie Fields

Paul Whiteman

Joe E. Brown

Drew Pearson

KFMB
SAN DIEGO, CALIF.

JACK O. GROSS
PRESIDENT & GENERAL MANAGER

SAN DIEGO'S BLUE NETWORK STATION

REPRESENTED BY RAMBEAU

KROY

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Royal Miller, Marion Miller, L. H. Penney, and Gladys W. Penney.
Operated By.....Royal Miller Radio
Address.....Hotel Sacramento Bldg.
Phone Number.....3-2525
Transmitter Location.....65th St. at 14th Ave.
Time on the Air:6:15 a.m. to 12:00 midnight, Sundays, 7:00 a.m. to 12 midnight.
News Service .....UP
Transcription Service....Associated Recorded PGM. Library
Representative....Joseph Hershey McGillvra

Personnel

President-Owner.....Royal Miller
Station Manager.....Mrs. Royal Miller
Public Relations Manager.....Howard Smiley
Program and Musical Director .....Evangeline Baker
Chief Engineer.....Howard Martineau
Chief Announcer.....Bill Triest

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KFXM

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....J. C. and E. W. Lee
Operated By.....Lee Bros. Broadcasting Co.
Address.....California Hotel
Phone Number.....4-761, 4-762
Transmitter Location.....990 Colton Ave.
Time on the Air.....6:00 a.m. to 12 midnight
News Service .....UP
Transcription Service.....World Broadcasting System
Representative.....John Blair & Co.

Personnel

Partners .....J. C. & E. W. Lee
Station Manager.....Maury A. Vroman
Program Director.....Charles Craig
Sales Manager.....N. Pratt Smith
Chief Engineer.....George Ewing
Director of War Programs.....Charles Craig

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KFMB

SAN DIEGO—EST. 1941

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Worcester Broadcasting Corp.
Address.....1375 Pacific Blvd.
Phone Number .....Main 2114
Transmitter Location .....Spreckles Bldg.
Time on the Air.....6:00 a.m. to 12:15 a.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....William G. Rambeau Co.

Personnel

President, Station and Commercial Manager.....Jack Gross
Sales Promotion Manager.....John Eves
Program Director and Production Manager.....Hal Moon
War Program Director.....Hal Moon
Chief Engineer.....Caleb Frisk
Publicity Director.....Shirley Hawley

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KFSD

SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Airfan Radio Corporation, Ltd.
Address .....U. S. Grant Hotel, San Diego 12
Phone Number .....Franklin 6353
Transmitter Location .....326 Broadway
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus;
Representative .....Paul H. Raymer Co.

Personnel

President-Owner and Station Manager.....Thomas E. Sharp
Assistant Manager.....M. R. Harris
Commercial-Sales Manager.....Larry Scalf
Program Director .....Leah McMahon

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KGB

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address.....1017 First Ave.
Phone Number.....Franklin 6151
Transmitter Location.....Pickwick Hotel
Time on the air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....AP, INS, UP
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
Genl. Mgr.....Lewis Allen Weiss
Station Manager.....F. D. Ide
Commercial-Sales Promotion Manager.....William A. Evans
Production Manager.....Jerry Lee Pecht
Program and Musical Director....James Dillon
Chief Announcer.....Bailey Warren
Chief Engineer.....William G. Collins

KFRC

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address.....1000 Van Ness Avenue
Phone Number.....Prospect 0100
Transmitter Location.....1000 Van Ness Ave.
Time on the air: 6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service.....AP, INS
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Thomas L. Lee
General Manager.....Lewis Allen Weiss
Station Manager.....Dan Donnelly
Local Sales Manager.....Merwyn McCabe
Program-Production Manager.....Pat Kelly
Sales Promotion and Publicity Manager.....Bunty Keyser
Chief Announcer.....Bob Bence
Musical Director.....Cy Trobbe
Chief Engineer.....Jim McArdle
Record Master of Ceremony.....Truman Thompson

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KGO

SAN FRANCISCO—EST. 1924

BLUE NETWORK

Frequency: 810 Kc.....Power 7500 Watts
Owned-Operated By.....Blue Network Co.
Address.....155 Montgomery St.
Phone Number.....Exbrook 6544
Transmitter Location..5144 E. 12th St., Oakland
Time on the Air.....24 hours daily; Midnight to 6 a.m. Sundays
News Service.....AP, INS, UP, Transradio
Transcription Service: Standard, Associated, NBC Thesaurus, BMI, Sherman Clay (local)
National Sales Office, Blue Network, New York City
Representative.....Blue Spot Sales

Personnel

President.....Mark Woods
Station Manager.....T. B. Palmer
Sales Manager.....Byron H. Nelson
Promotion-Publicity Manager.....Robert F. Laws
Program Director.....Robert H. Wesson
Production Manager.....Robert H. Wesson
Chief Announcer.....Berton Bennett
Chief Engineer.....A. E. Evans
Musical Director.....Phil Bouere
Record Master of Ceremony.George Fenneman

KJBS

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
Owned By.....KSBS Broadcasters
Operated By.....KSBS Broadcasters
Address.....1470 Pine Street
Phone Number.....Ordway 4148
Transmitter Location.....1470 Pine Street
Time on the Air: Sunday through Friday, 10 p.m. until local sunset; Saturday, 11:30 p.m. until local sunset
News Service.....INS; UP; AP
Transcription Service.....Standard
Representative.....William G. Rambeau Co., Homer Owen Griffith

Personnel

President.....E. P. Franklin
Chief Engineer.....Cecil H. Dutton
Manager .....E. P. Franklin
Program Director.....C. F. Pendleton

•

KPO

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By...National Broadcasting Company
Address.....Taylor & O'Farrell Sts.
Phone Number.....Graystone 8700
Transmitter Location.....Belmont
Time on the Air..24 Hours daily except Sunday, Midnight to 6:00 a.m. Monday
News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus; Standard Radio

Personnel

General Manager.....John W. Elwood
Local Manager.....Alfred Crapsey
Program Director.....Wendell Williams
Assistant to Program Manager....Floyd Farr
Director of News and Special Events ... ... Charles A. Cooney
Director of Public Service.....Catharine Sibley
Auditor.....A. G. Diederichs
Publicity Director.....Louise Landis
Continuity Director.....Byron Mills
Traffic Manager.....Fay Pattee Smith
Chief Announcer.....Floyd Farr
Network Sales.....Ray Baker, Walter Tolleson, Jr.
Spot Sales.....Carl Nielsen
Sales Promotion Manager.....Helen Murray
Director of Agriculture.....Henry Schacht, Jr.
Radio Recording.....Janet Sligh
Station Engineer.....George Greaves

KSAN

SAN FRANCISCO—EST. 1925

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Golden Gate Broadcasting Corp.
Address .....1355 Market St., Merchandise Mart Bldg.
Phone Number.....Market 8171
Transmitter Location.....135/ Market St.
Time on the Air.....Unlimited
News Service.....AP
Transcription Service.....Langworth

Personnel

President .....S. H. Patterson
Station and Commercial Manager .....Jerry Akers
Program Director.....Lee Giroux
Chief Engineer.....N. J. Patterson

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KSFO

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By....The Associated Broadcasters, Inc.
Address.....Mark Hopkins Hotel
Phone Number.....Exbrook 4567
Transmitter Location.....San Francisco
Time on the Air.....Unlimited License
News Service.....INS, UP
Transcription Service.....Lang-Worth, Standard, AMP
Representative.....Weed & Company

Personnel

President.....W. I. Dumm
Vice President and General Manager.....Lincoln Dellar
Station Manager.....Wilton Gunzendorfer
Commercial and Sales Promotion Manager....Wilton Gunzendorfer
Program Director.....Richard M. Oddie
Publicity Director.....Dorothy Burtis
Chief Engineer.....R. V. Howard
Operations Director.....Allan A. Kees

•

KYA

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By...Palo Alto Radio Station, Inc.
Address....Hearst Bldg., 3rd & Market Sts.
Phone Number.....DOuglas 2536
Transmitter Location.....Candlestick Point, Bay View Park
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....INS, AP and UP
Transcription Service..Associated Music Publishers and Standard Library Service
Representative.....Spot Sales, Inc

Personnel

President and Station Manager.Don Fedderson
Sales and Sales Promotion Manager.....D. E. Lundy
Program Director and Production Manager.....Dick Wynne
Publicity Director.....Margery Hood
Musical Director.....Alfred Frankenstein
Chief Engineer.....Paul C. Schulz

•

KQW

SAN JOSE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 5000 Watts
Owned-Operated By.....Pacific Agricultural Foundation, Limited
Business Address.....San Jose; Palace Hotel San Francisco
Phone Numbers.....Ballard 2616 (San Jose), EXbrook 3233
Studio Address.....87 E. San Antonio St. San Jose; Palace Hotel, San Francisco
Transmitter Location.....Alviso, California
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....INS; UP; AP
Transcription Service.....Standard Radio; NBC Thesaurus
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Ralph R. Brunton
General and Sales Manager..C. L. McCarthy
Vice President and Sales Promotion Mgr.....Wade Thompson
Program Director.....Ken Craig
Production Manager and Chief Announcer.....Fred Ruegg
Musical Director.....Ray Hackett
Chief Engineer.....Ken Owen

•

KVEC

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned & Operated By...Christina M. Jacobson trading as Valley Electric Co.
Business Address.....851 Higuera Street
Phone Number....San Luis Obispo 1100-1101
Studio Address.....Mt. View & Hill Streets
Transmitter Location....Roosevelt Highway—1½ miles north of San Luis Obispo
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard Radio
Representative.....W. S. Grant Company

Personnel

Owner.....Christina M. Jacobson
Manager .....Les Hacker
Commercial and Sales Promotion Manager.....Joe Shuttleworth

Program Director and
Production Manager.....Brad Harris
Chief Announcer and Musical
Director.....Anthony Ricca
Chief Engineer.....Earle Travis

•

KVOE

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Voice of the Orange Empire, Inc., Ltd.
Business Address.....307 North Broadway
Phone Number..... 4901-R
Studio Address.....2825 West 5th St.
Transmitter Location.....2825 West 5th St.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 7:00 a.m. to 11:00 p.m.
Transcription Service.....C. P. MacGregor
Representative.....W. S. Grant Co.

Personnel

President and General Manager,
Ernest L. Spencer
Program Director-Chief
Engineer.....Wallace S. Wiggins

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KDB

SANTA BARBARA—EST. 1921

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By
Don Lee Broadcasting System
Address.....1309 State St.
Phone Number.....Santa Barbara 4131
Transmitter Location.....17 East Haley
Time on the Air: 6:45 a.m. to 11:00 p.m.; Sat., 6:45 a.m. to 12:15 a.m.
New Service .....AP
Transcription Service....World Broadcasting System
Representative .....John Blair & Co.

Personnel

President.....Thomas S. Lee
Vice President and General
Manager .....Lewis Allen Weiss
Station Manager.....Fin Hollinger
Program Director.....Fin Hollinger
Musical Director.....Dorris Helene Doughty
Chief Engineer.....William C. Buckley

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KTMS

SANTA BARBARA—EST. 1937

BLUE NETWORK

Frequency: 1250 Kc. .....Power: 1000 Watts
Owned-Operated By....News-Press Publishing Co.
Address .....De LaGuerra Plaza
Phone Number..... 6111
Transmitter Location.....Goleta, Calif.
Time on the Air...6:30 a.m. to 12:00 Midnight; 7 Days Weekly
Newspaper Affiliation.....Santa Barbara News-Press
News Service.....AP
Representative.....Paul H. Raymer Co.

Personnel

President-Owner.....T. M. Storke
Station and Commercial
Manager.....Louis F. Kroeck
Sales Promotion Manager.....Louis F. Kroeck
Program Director and
Production Manager.....Frank P. Weltmer
Chief Announcer.....Frank Weltmer
Musical Director.....Carol Lee
Chief Engineer.....Albert Nicolay

•

KSRO

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. .....Power: 1000 Watts
Operated By.....Eddie Handley
Owned By.....Ruth W. Finley
Business Address.....425 Mendocino Ave.
Phone Number 110
Studio Address.....427 Mendocino Ave
Casa de Vallejo Hotel, Vallejo
Transmitter Location Fresno and Finley Aves.
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 9 a.m. to 10 p.m.
News Service .....UP
Transcription Service:
World Broadcasting System; Standard

Personnel

President .....Ruth Finley
Station Manager.....Eddie Handley
Chief Engineer.....Howard McCauley
Production Manager.....Wm. Frost
Sales Manager.....Ben Weaver

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KGDM

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Address.....42 S. California
Phone Number.....4-4551
Transmitter Location..S.E. 3 miles on 99 hiway
Time on the Air.....6:00 a.m. to 12 midnight
News Service..... INS
Transcription Service....World Broadcasting System

Personnel

Owner .....E. F. Peffer
Manager..... E. Smith
Program Director.....Donald J. Ralph
Chief Engineer.....Lloyd Amoo

•

KWG

STOCKTON—EST. 1921

BLUE NETWORK

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....McClatchy Broadcasting Co.
Address ..... Hotel Wolf
Phone Number 22727
Transmitter Location .....Weber & E Sts.
Time on the Air.....5 a.m. to 12 midnight
Newspaper Affiliation:
McClatchy Newspapers
News Service ..... UP
Transcription Service.....Standard Radio
Representative .....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station & Sales Manager.....George Ross
Sales Promotion Manager.....Bill Straub
Chief Announcer.....Dick Fox
Chief Engineer.....Lee Berryhill

•

KTKC

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc.....Power: 5,000 Watts
Owned-Operated By..Tulare-Kings Counties Radio Associates
Business Address.....Post Office Box 511
Phone Number 575, 576
Studio Address.....Hotel Fresno, Fresno, Calif.
Transmitter Location....1¾ miles southwest of Visalia, California
Time on the Air....5:45 a.m. to 12:10 Midnight
Newspaper Affiliation: Visalia Times-Delta, Tulare Times and Advance Register, Hanford Sentinel, Porterville Recorder
News Service .....AP
Transcription Service.....World Broadcasting System, Standard
National Sales Office Address:
Wm. Rambeau, Chicago and New York
Representatives: Wm. Grant Co., San Francisco

Personnel

Station Manager.....Chas. P. Scott
Sales Manager.....C. E. Niete
Production Manager.....Wilson Monroe
Chief Engineer.....Bert Williamson
Chief Announcer.....Bill Gracey
Publicity Director.....Jean Banks

•

KHUB

WATSONVILLE—EST. 1936

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Operated By.....Luther E. Gibson
Owned By.....Luther E. Gibson
Business Address.....Atkinson Lane
Phone Number 1700-1
Studio Address.....Atkinson Lane
Transmitter Location.....Atkinson Lane
Time on the Air.....6:45 a.m. to 11:15 p.m.
News Service .....AP
Transcription Service ....World Broadcasting System
Representative.....W. S. Grant Co.

Personnel

President.....Luther E. Gibson
Station Manager.....Roger R. Hunt
Commercial Manager.....Roger R. Hunt
Program Director.....Don De Wald
Chief Announcer.....James Byron
Chief Engineer.....George Kenville

FOR QUALITY AP !

COLORADO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KGIW

ALAMOSA—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... E. L. Allen
Address ..... Alamosa
Phone Number 26
Transmitter Location .....East Alamosa
Time on the Air.....7:00 a.m.-8:30 p.m.

Personnel

Owner .....E. L. Allen

KVOR

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Outwest Broadcasting Company
Address .....Antlers Hotel
Phone Number..... Main 278
Transmitter Location....2803 E. Platte Avenue
Time on the Air: 6:30 a.m. to 11:30 p.m.; Saturdays, 6:30 a.m. to 12 midnight
Newspaper Affiliation .....Oklahoma Publishing Co.
News Service .....AP
Transcription Service.....World Broadcasting System
Representative .....The Katz Agency

Personnel

President .....E. K. Gaylord
Station and Commercial Manager .....Everett Shupe
Program Director.....Isabelle McClung
Dir. of War Programs.....Isabelle McClung
Musical Director.....Isabelle McClung
Chief Engineer.....Cozine Strang

KFEL

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By .....Eugene P. O'Fallon, Inc.
Address ..... Albany Hotel

The daily news commentaries of
SHEELAH CARTER and B. S. BERCOVICI
now originate from the studios of
KFEL in DENVER

MANAGED BY GENE O'FALLON REPRESENTED BY BLAIR

Phone Number .....KEystone 0178
Transmitter Location ...5350 West 20th Ave.
Time on the Ai.....6 a.m. to 12 midnight
News Service .....AP
Transcription Service.....Standard Radio and Associated Record
Representative.....John Blair & Co.

Personnel

President-Manager.....Gene O'Fallon
Director .....Frank Bishop
Program Director.....Milli Virgien
Chief Announcer.....Tom Crago
Chief Engineer.....Tom Atherstone
Musical Director.....Ned Lynch
Dir. of War Programs.....Milli Virgien

•

K L Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....KLZ Broadcasting Company, Inc.
Address .....Shirley Savoy Hotel
Phone Number .....Main 4271
Transmitter Location.....South Franklin at Hampden, Englewood, Colo.
Time on the Air: 6:00 a.m. to 12 midnight; Sundays, 7:00 a.m. to 12 midnight
News Service .....INS
Transcription Service .....Standard, C. P. MacGregor
Representative .....The Katz Agency

Personnel

President .....E. K. Gaylord
Station Manager .....Hugh B. Terry
Commercial Manager.....Fred C. Mueller
Promotion-Publicity Manager.Roger Rambeaux
Musical Director.....Les Weelans
Chief Engineer.....Harvey Wehrman

•

K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc. .....Power: 250 Watts
Owned By.....KMYR Broadcasting Co.
Operated By.....F. W. Meyer
Address.....1626 Stout Street
Phone Number..... Main 4161
Transmitter Location.....1626 Stout Street
Time on the Air.....18 hours per day
News Service.....UP and AP
Transcription Service.....World Broadcasting
Representative.....William G. Rambeau Co.

Personnel

Owner .....F. W. Meyer
Station and Sales Promotion Manager .....A. G. Meyer
Sales and Publicity Manager..Mark Schreiber
Program Director.....Dolores Plested
Production Manager.....Lowell Switzer
Chief Announcer.....Vernon Hiner
Musical Director.....Martha Goetz
Chief Engineer.....Glen James
Record MC.....Dick Schmidt

•

K O A

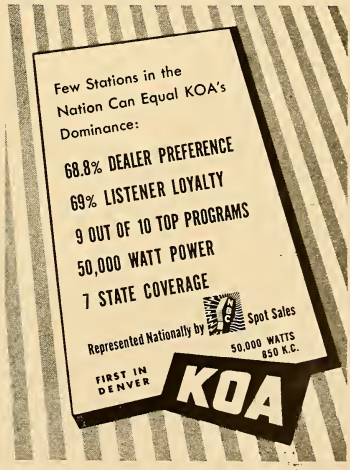
DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc. .....Power: 50,000 Watts
Owned-Operated By...National Broadcasting Company
Address .....1625 California Street
Phone Number.....Main 6211
Transmitter Location.....Aurora, Colorado
Time on the Air: 5:30 a.m. to 12 midnight; Sundays 7 a.m. to 12 midnight
News Service .....AP; INS; UP
Transcription Service.....NBC Thesaurus
Representative.....NBC Spot Sales

Personnel

President, National Broadcasting Co. Niles Trammell
Station Manager.....James R. MacPherson



Sales Manager.....Duncan McColl
Program Director.....Clarence C. Moore
Dir. of War Programs....James R. MacPherson
Sales Promotion Manager.....Charles Phillips
Production Manager.....T. Ellsworth Stepp
Publicity Director.....Charles H. Philips
Chief Announcer.....Gilbert Verba
Musical Director.....Milton Shrednik
Chief Engineer.....Robert H. Owen

•

K P O F

DENVER—EST. 1928

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By..... Pillar of Fire
Address .....1845 Champa Street
Phone Number..... Tabor 3733
Transmitter Location..Belleview Junior College, Westminster, Colo.
Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30 p.m. and 6:00 to 8:30 p.m., Tuesdays, Thursdays and Saturdays; 7:15 to 9 a.m., 2:30 to 4:30 p.m. and 7 to 8:30 p.m., Mondays, Wednesdays and Fridays; Sundays, 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to 4 p.m. and 6:00 to 8:30 p.m.

Personnel

President .....Bishop Alma White
Station Managers.....Dr. A. K. White and Dr. Ray B. White
Program Director.....Kathleen M. White
Musical Director.....Ruth Staats
Chief Engineer.....Paul H. Schissler
(Non-Commercial Station)

•

K V O D

DENVER—EST. 1925

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By: Colorado Radio Corp.
Address.....Midland Savings Bldg.
Phone Number.....TAbor 2291
Transmitter Location .....North of Denver
Time on the Air.....Unlimited license
News Service .....UP
Transcription Service.....Associated Music Publishers; Lang-Worth; C. P. MacGregor
Representative.Joseph Hershey McGillvra, Inc.

Personnel

President and General Manager..W. D. Pyle
Station & Commercial Manager...T. C. Ekrem
Sales Promotion Manager.....Con Hecker
Program Director.....V. W. Corbett
Publicity Director.....B. H. Stanton
Chief Announcer.....Donald B. Vest
Auditor.....J. N. Hile
Assistant Program Director .....Thelma Smallenberger
Secretary .....Elaine Barcroft
Chief Engineers...W. D. Pyle and T. C. Ekrem

K I U P

DURANGO—EST. 1935

Frequency: 1400 Kc. .....Power: 250 Watts
Owned-Operated By..San Juan Broadcasting Co.
Address .....2800 Main Ave.
Phone Number..... 117
Transmitter Location.....2800 Main Ave.
Time on the Air.....Unlimited License
News Service .....UP
Transcription Service..Keystone Broadcasting System

Personnel

Station Manager.....Raymond M. Beckner
Chief Engineer.....John L. Antic

•

K F X J

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc...Power: 1000 d.; 500 n.
Owned-Operated By ..Western Slope Broadcasting Co.
Address .....P. O. Box 30
Phone Number..Grand Junction 126 and 142
Transmitter Location.....Hillcrest Manor
Time on the Air.....6 a.m. to midnight
News Service .....UP
Transcription Service....World Broadcasting System and World Broadcasting System
Representative .....Walker Company

Personnel

Station and Sales Manager.....Rex Howell
Farm News Editor.....Tom Page
Chief Announcer.....Jack Lund
Musical Director.....Toni Mueller
Chief Engineer.....D. E. Towne
Auditor .....Charles Howell
Dir. of War Programs.....Mildred Fuller
Program Director.....Mildred Fuller

•

K F K A

GREELEY—EST. 1921

Frequency: 910 Kc.....Power: 1000 Watts
Owned.....Mid-Western Radio Corp
Address.....620 - 8th Ave.
Phone Number.....Greeley 450-451
Transmitter Location.....Hoover Park,
Time on Air.....90 hours weekly
News Service .....UP

Personnel

President-Station Manager.....Francis Price
Program Director.....Charles Sumerau
Chief Engineer.....Kenneth Cooper

KOKO

LA JUNTA—EST. 1937

Frequency: 1400 Kc.....Power: 250 Watts
Owned & Operated By.....The Southwest Broadcasting Co.
Business Address.....P. O. Box 485
Transmitter Location.... U. S. Highway No. 50
Time on the Air: 7 a.m.-2 p.m.; 5:30 p.m.-8:45 p.m.
Phone Number 42
News Service .....RNA
Transcription Service .....Keystone Broadcasting System & Standard Radio
Representative.....Thomas F. Clark Co.

Personnel

Chief Owner-Secy.-Treas....Leonard E. Wilson
Station Manager.....Leonard E. Wilson
Sales Manager.....Margaret W. Johnson
Program Dir.- Dir. of War Programs.....Margaret E. Hiltabildel
Production Manager.....Leonard E. Wilson
Chief Engineer.....Leonard E. Wilson

•

KGHF

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Curtis P. Ritchie
Address.....P.O. Box 293
Phone Number 3877
Transmitter Location: 3 miles south on Highway 85
Time on the Air: 6:30 a.m.-11 p.m. daily; 7 a.m.-11p.m. Sundays
News Service .....UP
Transcription Service.... World Broadcasting System
Representative.....Joseph H. McGillvra, Inc.

Personnel

Owner .....Curtis P. Ritchie
Station Manager.....Curtis P. Ritchie
Commercial Manager .....Maxson I. Bevens
Chief Engineer.....Willis C. Shanks
Program Director-Chief Announcer..Fred Amos
Publicity Director.....Maxson I. Bevens

•

KGEK

STERLING—EST. 1926

KEYSTONE BROADCASTING SYSTEM

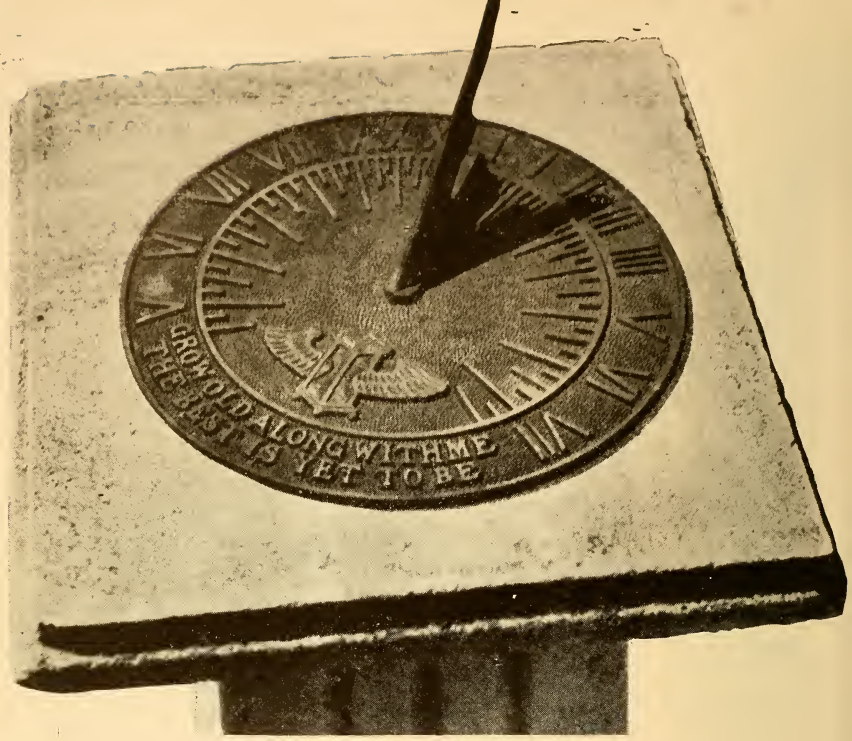
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Road
Phone Number 679
Transmitter Location ..... Sterling
Time on the Air.....Limited Time

Personnel

Owner .....Elmer G. Beehler

FOR QUALITY

AP !



THE BEST IS YET TO BE . . .

Already the wonder child of our age, radio is so busy with its future that it has little time to dwell upon an exciting past.

We can look back over 22 years of public service. We can reminisce with many of our friends over the way programming and adcasting have improved. We can recount the countless success stories of our clients, and talk about the phenomenal buying power through the years of The Hartford Market.

The past has been as amazing, as big and dynamic as America itself. But we prefer to look ahead and join our industry in saying, "*The best is yet to be.*"

COVERAGE 2 PROGRAM 3 RATE 1 GET ALL 3 ON WDRC

WDRC

HARTFORD 4 CONNECTICUT

WDRC–FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

CONNECTICUT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WICC

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc...Power: 1000 d.; 500 n.
Owned-Operated by ....The Yankee Network, Inc.
Address .....Stratfield Hotel
Phone Number..... 6-1121
Transmitter Location.....Pleasure Beach, Bridgeport
Time on the Air.....6 a.m. to 2 a.m.
News Service.....AP and INS
Transcription Service....Associated; Standard Radio
Representative....Edward Petry & Co., Inc.

Personnel

President.....Wm. F. O'Neil
Executive Vice-President.....Linus Travers
Vice-President .....George Steffy
Station Manager.....Joseph Lopez
Assistant Manager.....Florence B. Robinson
Sales Manager.....Norman Whittaker
Sales Promotion.....James S. Powers
Merchandising Manager.....Arthur Lathrop
Program Director.....Florence Robinson
Musical Director.....Carl V. Larson
Chief Engineer.....George Keich

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WNAB

BRIDGEPORT—EST. 1941

BLUE NETWORK
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
Owned By.....Harold Thomas
Operated By.....Levon Thomas
Address.....991 Broad Street
Phone Number 3-3112
Transmitter Location ....Locomobile Point—(Inner Harbor)
Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight
News Service .....UP
Representative.....William G. Rambeau Co.

Personnel

Owner ..... Harold Thomas
Station Manager .....Levon Thomas
Acting Sales Mgr.....Leo Langevin
Program Director.....Jean O'Shea
Chief Engineer.....Vinnie De Laurentis
Sales Promotion.....Sidney Peters
Dir. of War Programs.....Jean O'Shea
Musical Director.....Dick McCutchen

WDRC

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WDRC, Inc.
Address .....750 Main St.
Phone Number..... 7-1188-9
Transmitter Location.....839 Blue Hills Ave., Bloomfield, Conn.
Time on the Air: 6:45 a.m.-12:05 a.m. weekdays; 8 a.m.-12:05 a.m. Sundays
News Service.....AP & UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co., R. C. Foster & Company

Personnel

President and Station Manager.....Franklin M. Doolittle
Commercial and Sales Promotion Manager .....Wm. F. Malo
Program Director.....Walter B. Haase
Publicity Director.....Jack Zalman
Chief Announcer.....Harvey Olson
Traffic Manager and Educational Director, Sterling V. Couch
Public Service Counselor Rev. Charles Graves
Chief Engineer .....Italo Martino
Dir. of War Programs.....Walter B. Haase
Production Manager.....Harvey Olson
Record MC's.....James Garrett, Lavern Colton

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WHTD

(Formerly Known as WNBC)

HARTFORD—EST. 1935

BLUE NETWORK

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Network
Address.....54 Pratt St. (Hartford)
Phone Number .....Hartford 7-9131
Transmitter Location.....Newington, Conn.
Time on the Air.....6 a.m.
News Service .....UP
Transcription Service.....Standard Radio and Associated
National Sales Office.....Headley-Reed Company, New York, Detroit, Chicago

Personnel

Ch. of Bd. of Directors of The Yankee Network.....John Shepard, III
Station Supervisor.....Ralph D. Kanna
Program Director.....Richard B. Bronson
Musical Director.....Maurice Sechtman
Chief Engineer.....Rogers Holt

Two requisites for Sales Success

SOUTHERN NEW ENGLAND has them both

The sales possibilities of the Southern New England market are ably demonstrated by the fact that the approximately 3,000,000 people who comprise this market possess an effective buying income more than 60% higher than the average for the entire United States. These folks have money to spend—and spend it. And they'll spend it for your product once they're convinced of its merits.

The power exerted by 50,000 WATTS and the authority gained by twenty years of faithful service (February 10, 1945), combine to make WTIC an outstanding sales medium. The people of Southern New England have a deep respect for the high standards of quality to which WTIC has long adhered. They heed your sales message when it is spoken by the friendly and familiar voice of WTIC.

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

WTIC

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By....The Travelers Broadcasting Service Corporation
Address.....26 Grove Street
Phone Number.....2-3181
Transmitter Location.....Avon, Connecticut
Time on the Air:6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .....AP; INS; Transradio
Transcription Service ....World Broadcasting System; Lang-Worth Feature Programs; BMI Bonus Transcriptions
Representative ..... Weed & Company

Personnel

Station Manager.....P. W. Morency
Sales Manager .....Walter Johnson
Sales Promotion Manager.....J. F. Clancy
Production Manager.....Paul Lucas
Chief Announcer.....Bernard Mullins
News Editor.....Tom Eaton
Transcription Librarian.....Larry Kenfield
Music Librarian.....John DeLisa
Musical Director.....Moshe Paranov
Plant Manager.....H. D. Taylor
Program Manager.....Leonard J. Patricelli
Dir. of War Programs.....Paul Lucas
Publicity Director.....J. F. Clancy

WTHT

HARTFORD—EST. 1936

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By....Hartford Times, Inc.
Address .....983 Main St.
Phone Number 2-0237
Transmitter Location.....983 Main St.
Time on the Air.....6:45 a.m. to 12:05 a.m.
Newspaper Affiliation.....Hartford Times
News Service..... AP
Transcription Service.....Lang-Worth
Representative.....J. P. McKinney & Son

Personnel

President .....Francis S. Murphy
Station Manager.....C. Grover DeLaney
Sales Manager.....F. E. Beiber

WELI

NEW HAVEN—EST. 1935

BLUE NETWORK—CONNECTICUT STATE NETWORK

Frequency: 960 Kc...Power: 1,000 d.; 500 n.

SOMETHING NEW IN NEW ENGLAND:

UNDER the new ownership of Harry C. Wilder and Associates, WELI of New Haven will prize its character above all else. We stand for The Square Deal — symbolized above.

IN LISTENERSHIP: The highest audience levels that expert, imaginative, quality programming can produce. Preserving nothing mediocre. Seeking always for something better. Deserving complete confidence of listener and sponsor.

IN SELLING: In spite of growing demands, time on WELI will be apportioned, not just sold out. No sound advertiser will ever be denied the use of WELI in starting to build a postwar franchise in this market.

IN PROMOTION: For years our friends have known that our stations give them more than their order calls for. That phrase is solidly linked with us throughout the radio industry.

IN INFLUENCE: Character is reflected in a station's influence with its listeners. It's a priceless intangible, and it is a corner of our Square Deal policy.

New Advertisers are constantly joining us with new and finer programs. We welcome you to this important market.

RICHARD W. DAVIS, General Manager

Station WELI, New Haven — Associated with WSYR, WTRY, WKNE

WELI Represented by Headley-Reed

Owned-Operated By.....City Broadcasting Corporation
Address .....221 Orange Street
Phone Number.....8-1133
Transmitter Location.....Hamden, Conn.
Time on the Air.....7:00 a.m.-12 midnight
News Service..... UP
Transcription Service.....World Broadcasting System Library
Representative .....Headley-Reed Co.

Personnel

President.....H. C. Wilder
Manager.....Richard W. Davis
Sales Manager.....Clair H. Shadwell
Program Director.....Roland Furman
Chief Engineer.....Fred T. King
Dir. of War Programs.....Roland Furman
Chief Announcer.....Jack Ryan

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WNHC

NEW HAVEN—1944

Frequency: 1340 Kc.....Power: 350 Watts
Owned-Operated By.....The Elm City Broadcasting Corp.
Business Address.....1110 Chapel Street
Phone Number 8-3151
Transmitter Location.....350 Kimberly Ave.
Time on the Air.....Unlimited License
Representative.....Wm. G. Rambeau Co.

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WNLC

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Thames Broadcasting Corporation
Address.....Mohican Hotel, 281 State Street
Phone Number .....New London 4900
Transmitter Location.....Winthrop Point
Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 8:00 a.m. to 12:15 a.m.
News Service .....AP
Representative.....The Walker Company

Personnel

President .....R. L. Morey
Station Manager and Program Director.....G. J. Morey
Commercial and Advertising Manager.....Ivon B. Newman
Chief Engineer.....G. J. Morey
Chief Announcer.....Leslie Morson

WSRR

STAMFORD—EST. 1941

BLUE NETWORK—CONNECTICUT STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Stephen R. Rintoul
Address .....270 Atlantic St.
Phone Number 4-7575
Transmitter Location ....Lindstrom Rd., Shippan Point, Conn.
Time on the Air.....7 a.m. to 11 p.m.
News Service ..... UP
Transcription Service .....World Broadcasting System
Representatives..Bertha Bannan, Helen Wood

Personnel

Owner.....Stephen R. Rintoul
Station Manager.....Harold H. Meyer
Sales Manager.....Harold H. Meyer
Sales Promotion Manager.....K. MacEwen
Program Director.....Fred Briggs
Publicity Director.....D. Hay
Chief Engineer.....Edward Markman
Dir. of War Programs.....Julian Schwartz
Production Manager.....Ernest Hartman
Chief Announcer.....Stanley Roberts

WSRR
STAMFORD, CONNECTICUT
Ask Anyone!

Musical Director.....Bob Henry
Record MCs.....Stanley Roberts, Ernie Hartman, Bob Henry

•

WATR

WATERBURY—EST. 1934

BLUE—MUTUAL—CONNECTICUT STATE NETWORK—YANKEE

Frequency: 1320 Kc. .....Power: 1000 Watts
Owned-Operated By.....Harold Thomas
Address.....71 Grand St.
Phone Number..... 3-5161
Transmitter Location.....Baldwin Avenue
Time on the Air.....7:30 a.m. to 12 midnight
News Service .....Transradio
Representative.....Wm. G. Rambeau Co.

Personnel

President-Station Manager....Harold Thomas
Commercial & Advertising.....Sam Elman
Program Director.....Helen Morris
Chief Announcer.....John Lotas
Publicity Director.....John Deegan
Musical Director.....Edith Sacco
Chief Engineer.....Russel Jensen
Dir. of War Programs.....Helen Morris
Sales Promotion Manager.....John Deegan

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WBRY

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.....Power: 1000 Watts;
Owned-Operated By.....American Republican, Inc.
Address.....136 Grand St.
Phone Number.....3-1125
Transmitter Location.....Boyden Street
Time on the Air.....8 a.m. to 12 midnight
Newspaper Affiliation.....Waterbury American; Waterbury Republican
News Service ..... AP
Transcription Service ..... NBC Thesaurus
Representative ...Joseph Hershey McGillvra

Personnel

President.....W. J. Pape
Station and Commercial Manager....E. J. Frey
Program Director.....Charles Lynch
Publicity Director.....E. Christy Erk
Chief Engineer.....Frank Hales
Dir. of War Programs.....Charles Lynch
Production Manager.....Charles Lynch

FOR QUALITY AP !

DELAWARE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WDEL

WILMINGTON—EST. 1922

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc. .....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Address.....10th & King Sts.
Phone Number..... 7268
Transmitter Location....Governor Printz Blvd.
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Manager.....Harvey Smith
Technical Director.....J. E. Mathiot

WILM

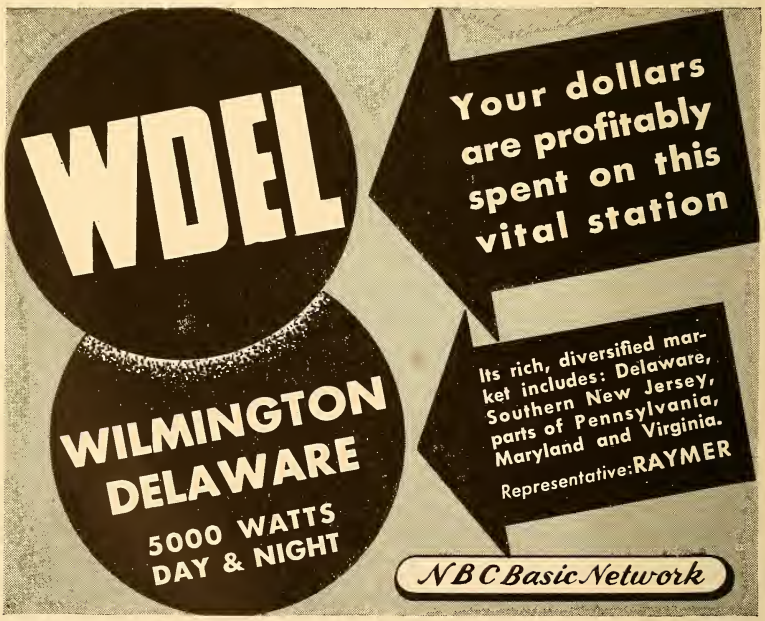
WILMINGTON—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By Delaware Broadcasting Co.
Address .....920 King St.
Phone Number 7268
Transmitter Location..35th St. & Bellevue Ave.
Time on the Air.....7 a.m. to 1 a.m.
News Service..... UP
Transcription Service.... NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive..... Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Director .....William Drury
Chief Engineer.....J. E. Mathiot



DISTRICT OF COLUMBIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. .....Power: 250 Watts
Owned and Operated By..Lawrence J. Heller
Address ..... 8th & Eye Sts., N.W.
Phone Number.....Republic 8000
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00 a.m. to 1:00 a.m. Sun.
News Service .....INS, AP
Transcription Service.....Standard Radio, Langworth and Associated

Personnel

President.....Lawrence J. Heller
Station Manager.....Robert L. Kaufman
Commercial Manager.....Norman Weill
Program Director.....Richard Barr
Sales Promotion Director.....Paul L. Heller
Chief Announcer .....Larry Carl
Musical Director.....Tommy Johnson
Chief Engineer.....Ralph E. Cannon, Jr.

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WMAL

WASHINGTON, D. C.—EST. 1926

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
Owned & Operated By.....The Evening Star Broadcasting Co.
Address .....724-14th St., N.W.
Phone Number.....National 5400
Transmitter Location.... Cedar Lane, Bethesda, Md.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to midnight
Newspaper Affiliation..Washington Evening Star
News Service.....AP; UP
Transcription Service.....NBC Thesaurus; Standard Radio
Representative.....Blue Network Spot Sales

Personnel

General Manager.....K. H. Berkeley
Assistant General Manager and Commercial Manager.....Ben B. Baylor, Jr.
Sales Promotion Manager.....Sam Digges
Program Director.....John R. Edmunds
Musical Director .....Sidney
Dir. of Women's Activities.....Ruth Crane
Production Manager.....Gordon Hubbel
Chief Engineer .....Dan Hunter

WOL

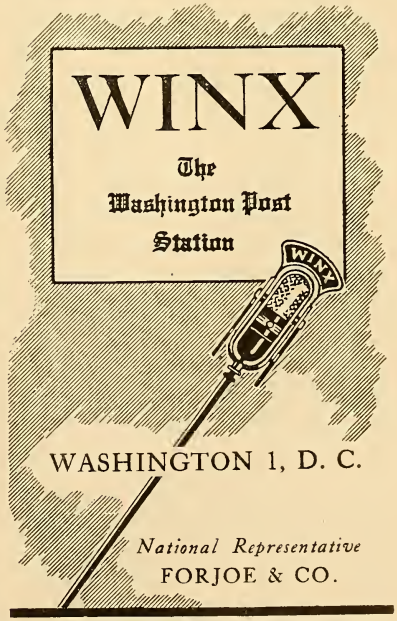
WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. .....Power: 1000 Watts
Owned-Operated By.....Cowles Broadcasting Company
Address .....1627 K Street, N.W.
Phone Number .....Metropolitan 0010
Transmitter Location.....Hyattsville, Maryland
Time on the Air.....19 Hours, 35 Mins.
News Service.....UP, AP, Washington News Service
Transcription Service..Lang-Worth; Standard Radio; Texas Ranger Library
Representative.....The Katz Agency, Inc.

Personnel

President.....Gardner Cowles, Jr.
Ch. of Board.....John Cowles
Vice-President.....T. A. M. Craven
Vice-Pres. & Gen. Mgr.....Merle S. Jones
Sales Manager.....Henry V. Seay



Publicity-Sales Promotion Mgr.....Tom Means
Production Manager.....George Sutherland
Traffic Manager .....Lillian Ruppert
Continuity Director.....Martha Cram
Musical Director.....Susan Mylroie
Technical Advisor to
All Cowles Stations.....T. A. M. Craven
Chief Engineer.....H. H. Lyon

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W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By ..National Broadcasting Company
Address .....724 - 14th St., N. W.
Phone Number.....Republic 4000
Transmitter Location..RFD No. 1, Hyattsville, Maryland
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .....AP; INS; UP
Transcription Service.....NBC Thesaurus, Associated, Standard
Representative ....National Broadcasting Co.

Personnel

President.....Niles Trammell
Vice-President .....Frank M. Russell
General Manager.....Carleton D. Smith
Asst. to Gen. Mgr.....George Y. Wheeler
Commercial Manager.....Mahlon A. Glascock
Sales Promotion Manager.....Albert V. Cole
Production-Program Director .....Fred Shawn
Musical Director.....Fritz Balzer
Chief Engineer.....Donald Cooper
Record MC.....Bill Herson

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W T O P

WASHINGTON—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. ....Power: 50,000 Watts
Owned-Operated By..Columbia Broadcasting System
Address .....Earle Bldg.
Phone Number.....Metropolitan 3200
Transmitter Location.....Wheaton, Md.
Time on the Air: 5:45 a.m. to 1:05 a.m.; Sundays, 7:30 a.m. to 1:05 a.m.
News Service..... AP; UP
Transcription Service.....World Broadcasting System
Representative .....Radio Sales

Personnel

Director.....E. H. Gammons
Commercial Manager....William D. Murdock
General Manager.....Carl Burkland
Sales Promotion Director.....Howard Stanley
Program Director.....Martin D. Wickett
War Program Director.....Elinor Lee
Chief Announcer.....Gunnar Back
Director of Press Information..Howard Stanley
Chief Engineer.....Clyde Hunt
Record MC.....Arthur Godfrey

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W W D C

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc..Power: 250 (100 w. booster)
Owned-Operated By Capitol Broadcasting Co.
Address .....1000 Connecticut Ave.
Phone Number .....National 7203
Transmitter Location.....61 Pierce St., N.E.
Time on the Air...6:00 a.m. to 1:00 a.m.; Sundays, 8:00 a.m. to 12:00 midnight
News Service...AP, UP and Washington City News Service
Transcription Service .....NBC Thesaurus
Representative.....Weed & Co.

Personnel

President.....Joseph Katz
Station Manager.....G. Bennett Larson
Commercial Manager.....Ben Strouse
Sales Promotion.....Ben Strouse
Program Director.....Norman Reed
Musical Director.....Leonard Friendly
Chief Engineer.....Ross H. Belville
Production Manager.....Norman Reed
Dir. of War Programs.....Norman Reed
Artists Bureau.....District Sales Agency
Record MC....."Mike" Hunnicutt

FOR QUALITY
AP !

FLORIDA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WMFJ

DAYTONA BEACH—EST. 1935

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By:
Lt. Comm. W. Wright Esch, USNR
Address .....126½ Magnolia Ave.
Phone Number 91
Transmitter Location ....126½ Magnolia Ave.
Time on the Air.....Unlimited license
News Service .....AP
Transcription Service.....NBC Thesaurus

Personnel

Owner.....Lt. Comm. W. Wright Esch, USNR
General Manager.....Billee B. Esch
Station Manager.....Ray Clancy
Program Director.....Jack Winfree
Publicity Director.....Crystal Palmer
Chief Engineer.....William C. Shelton

WINK

FORT MYERS—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Fort Myers Broadcasting Co.
Business Address.....54 East First St., WINK Bldg.
Phone Number 818
Studio Address...54 East First St., WINK Bldg.
Transmitter Location.....54 East First St., WINK Bldg.
Time on the Air.....6:00 a.m. to 12:00 a.m.
News Service .....AP
Representative.....John E. Pearson

Personnel

President.....Ronald B. Woodyard
Station Manager.....Mary Martin
Sales Manager.....Mary Martin

W M F J

DAYTONA BEACH, FLORIDA

250 WATTS

1450 KILOCYCLES

BLUE

COX & TANZ

WRUF

GAINESVILLE—EST. 1928

MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK

Frequency: 850 Kc.....Power: 5,000 Watts
Owned by.....State of Florida
Operated by.....University of Florida
Address .....University of Florida
Phone Number .....1000, Branch 55
Transmitter Location....Campus, University of Florida
Time on the Air.....18 Hours Monday-Sat., 17 Hours on Sunday
News Service.....UP
Transcription Service.....World Broadcasting System, Langworth
Representative.....Burn-Smith Co., Inc.

Personnel

Director.....Garland Powell
Commercial Manager.....Rem James
Sales Promotion Manager.....George Dinnick
Program Director.....Irene Stanlis
Chief Announcer.....David Martin
Musical Director.....Helen Edwards
Chief Engineer.....Dr. Palmer Craig
Director of War Programs.....David Braun

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WJAX

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 d.; 1000 n.
Owned, Operated By..City of Jacksonville, Fla.
Address....City Hall, Forsyth and Ocean Sts
Phone Number.....5-5821
Transmitter Location..Hyde Park Country Club
Time on the Air.....6 a.m. to 1 a.m
News Service.....AP
Transcription Service.....NBC Thesaurus and Associated
Representative.....John Blair & Co., Harry Cummings

Personnel

Commissioner in Charge.....Thos. C. Imeson
Station Manager and Chief Engineer.....John T. Hopkins, III
Program Director.....Evelyn Boote
Production Manager.....Harry A. Cole
Chief Announcer.....Grant Frankish
Musical Director.....Frank Morris

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WJHP

JACKSONVILLE—EST. 1940

BLUE NETWORK

Frequency: 1320 Kc.....Power: 250 Watts
Owned-Operated By.....The Metropolis Co.
Address .....500 Laura St.
Phone Number.....5-7610
Transmitter Location.....Reed and Alamo Sts.
Time on the Air.....18 Hours Daily, 16 Hours Sunday.
Newspaper Affiliation....Jacksonville Journal
News Service.....UP
Transcription Service.....Lang-Worth
Representative .....John H. Perry Associates

Personnel

Owner .....John H. Perry
Station Manager.....Ted Chapeau
Sales Manager.....Ted Chapeau
Chief Engineer.....B. Hayford
Merchandising Manager.....Carmen Macri
Director of War Programs.....Ray Herbert
Musical Director.....Ray Herbert

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WMBR

JACKSONVILLE—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned, Operated By....Florida Broadcasting Company
Address .....118 West Adams St.
Phone Number 5-4387
Transmitter Location.....Vines and Mass. Ave.
Time on the Air....6:00 a.m. to 12:00 midnight
News Service.....UP
Transcription Service...World and Lang-Worth
Representative .....Weed & Co.

WJAX
JACKSONVILLE, FLORIDA
♦
THE MUNICIPAL BROADCASTING STATION
NBC RED NETWORK
♦
930 Kc.—Maximum Power 5000 Watts
Phone Jacksonville 5-5821
Representatives
John Blair & Co., New York, Chicago
Detroit and West Coast
H. E. Cummings, Southeast
Barnett Bank Bldg.
Jacksonville, Fla.
Phone 30381

Personnel

President-Station Manager .....Frank King
Commercial-Sales Promotion Manager
Glenn Marshall, Jr.
Chief Engineer.....E. B. Vordermark

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WPDQ

JACKSONVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL GROUP

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By:
Jacksonville Broadcasting Corp
Address.....Gulf Life Bldg.
Phone Number 5-6781
Transmitter Location....Seven miles west of Jacksonville on Lenox Ave.
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....George P. Hollingbery Co.

Personnel

President.....James R. Stockton
Station Manager.....Robert R. Feagin
Commercial and Sales Manager.....Frank Taylor, Jr.
Production Manager.....Bob Willard
Chief Announcer.....Gary Allen
Publicity Director.....Bob Truere
Chief Engineer.....James R. Donovan
Director of War Programs.....Dot Horsfall
Record Master of Ceremony....Tommy Morton

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WLAK

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.
ORANGE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned, Operated By.....S. O. Ward
Address .....1412 East Lime St.
Phone Number.....2127
Transmitter Location.....1412 East Lime St.
Time on the Air.....6:45 a.m. to midnight
News Service .....UP
Representative.....John E. Pearson Co.

Personnel

President and Station Manager....S. O. Ward
Commercial Manager.....Powell Adams
Program Director.....Nancy Hill
Chief Announcer-Engineer.....Wm. P. Lee

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WFTL

MIAMI—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 10,000 Watts
Owned by.....The Fort Industry Co.
Operated by.....The Fort Industry Co.
Address.....1605 Biscayne Blvd., Miami
Studio Address.....1605 Biscayne Blvd.
Phone Number.....9-2401 Miami
Transmitter Location.....22 miles north of Miami on Road 26
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative .....Headley-Reed Co.

Personnel

Owner.....Comdr. Geo. B. Storer
Station Manager.....Robert Venn
Sales Manager.....M. N. Babcock
Promotion Manager.....W. M. Skidmore
Program Director and Production Manager.....Don M. Butler
Publicity Director.....Edith Dare
Musical Director.....Jane P. Butler
Chief Engineer.....John A. Rutherford
Director of War Programs.....W. M. Skidmore

FOR QUALITY
AP !

WIOD

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By....Isle of Dreams Broadcasting Corporation
Business Address.....600 Biscayne Blvd.
Phone Number 3-6444
Studio Address.....600 Biscayne Blvd
Transmitter Location.....Cameo Island
Time on the Air...Weekdays, 6:00-12:05 a.m.; Sundays, 8:00-12:05 a.m.
Newspaper Affiliation.....Miami Daily News
News Service.....AP, INS, UP
Transcription Service.....Standard Radio; Associated Music Publishers
Representative....George P. Hollingbery Co.; Harry S. Cummings

Personnel

President.....D. J. Mahoney
General Manager.....James M. Legate
Commercial Manager.....T. O. McCullough
Promotion Manager.....Martha Henriquez
Program Director.....Robert Fidlar
Musical Director.....Earle Barr Hanson
Chief Studio Engineer.....Wilton R. Chiles

WQAM

MIAMI—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d., 1000 Watts, n.
Owned-Operated.....Miami Broadcasting Co.
Address .....Postal Bldg.
Phone Number.....26121
Transmitter Location.....Biscayne Bay
Time on the Air.....6:30 a.m. to 1:05 a.m.
News Service.....AP
Transcription Service.....World Broadcasting System
Representative .....John Blair & Co.

Personnel

President and Commercial Manager
Fred W. Borton
Station Manager.....F. W. Mizer
Promotion and Publicity Manager .....Norman MacKay
Program Manager.....Hazel McGuire
Chief Engineer.....Edw. Davenport
Musical Director.....Alaine Powell

MIAMI

WIOD covers this new rich market as completely as Miami's magic sun!

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS

JAMES M. LeGate,
Gen. Manager

WIOD MIAMI

5,000 WATTS * 610 KC * NBC

WKAT

MIAMI BEACH—EST. 1937

BLUE NETWORK

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....A. Frank Katzentine
Address.....1759 N. Bay Rd.
Phone Number 5-7471
Transmitter Location.....1759 N. Bay Rd.
Time on the Air....6:30 a.m. to 12 midnight, Weekdays; 8:00 a.m.-12 midnight, Sundays
News Service.....Reuters; UP
Transcription Service .....AMP
Representative.....Radio Advertising Co.

Personnel

Owner.....A. Frank Katzentine
Station Manager and Program Director.....John I. Prosser
Commercial and Sales Promotion Manager.....John I. Prosser
Production Manager.....John I. Prosser
Publicity Director.....Madelaine Fullman
Musical Director.....Betty Lee Taylor
Engineers.....Tom Magee, Arthur Smith

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WTMC

OCALA—EST. 1939

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By..Ocala Broadcasting Co.
Address .....P.O. Box 831
Phone Number 128
Studio Address.....Anthony & Henry Sts.
Transmitter Location....Anthony & Henry Sts.
Time on the Air....7:00 a.m. to 12:00 Midnight Unlimited
Newspaper Affiliation.....John H. Perry Newspapers
News Service.....UP
Transcription Service .....Standard
Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
Station and Commercial Manager.....T. S. Gilchrist, Jr.
Program Director.....T. S. Gilchrist, Jr.
Chief Engineer.....Beecher Hayford
Publicity Director.....Wilma Drum

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WDBO

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM
FLORIDA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By....Orlando Broadcasting Co., Inc.
Business Address.....563 N. Orange Ave.
Phone Number 6181
Transmitter Location..Dubsdread Country Club
Time on the Air.....24 hours daily
News Service .....UP
Transcription Service.....World Broadcasting System
Representatives.....John Blair & Co. and Harry E. Cummings

Personnel

President-Station Manager
Col. George C. Johnston
National Sales-Sales Promotion Manager
W. G. McBride
Program Director.....W. G. McBride
Publicity Director.....Rosalind Boggs
Musical Director.....Dorothy Morton Parks
Chief Engineer.....J. E. Yarbrough
Director of War Programs.....G. Davidson

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WLOF

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Hazlewood, Inc.
Business Address.....P. O. Box 1991
Phone Number 8163-8164
Studio Address.....Angebilt Hotel
Transmitter Location.....Near Orlando
Time on the Air....7:00 a.m. to 12:00 midnight
News Service ..... INS
Transcription Service.....NBC Thesaurus
Representative.....Burn-Smith Co., Inc.; Frank Cook

Personnel

General Manager.....Victor Buisset

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WWPG

PALM BEACH—EST. 1941

BLUE NETWORK—MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Palm Beach Broadcasting Corp.
Business Address.....South Ocean Blvd.
Phone Number.....West Palm Beach 21515, Lake Worth 500
Transmitter Location.....South Ocean Blvd.
Time on the Air.....7:00 a.m. to Midnight
News Service .....AP
Transcription Service .....Lang-Worth

Personnel

President.....Charles E. Davis
Station Manager.....Donald S. Greenlief
Chief Engineer .....Paul McGinty
Commercial Manager.....D. S. Greenlief
Chief Announcer.....Ben Decker

WDLP

PANAMA CITY—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Panama City Broadcasting Co., Inc.
Address.....Mercer & Beach Drive
Phone Number 777
Transmitter Location.....Mercer & Beach Drive
Time on the Air.....6:45 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
Station Manager.....Byron Hayford
Chief Engineer.....Elmer Scott
Commercial Manager.....Byron Hayford
Program Director.....John Thomas
Production Manager.....Donnel Brookins
Publicity Director.....Jack Rathbun
Chief Announcer.....Elmer Scott

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WCOA

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power 1000 d.; 500 n.
Owned-Operated By...New Journal Publishing Company
Address.....San Carlos Hotel
Phone Number 4111-4112
Transmitter Location....Pensacola Bay Bridge
Time on the Air.....6 a.m.-12 Midnight
Newspaper Affiliation...New Journal Publishing Company
News Service.....UP
Transcription Service.....Associated Music Publishers
Representative .....John H. Perry Associates

Personnel

President.....John H. Perry
General and Commercial Manager.....Jack Rathbun
Program Director and Production Manager .....Lamar Morgan
Publicity Director.....Ruth Fillingam
Chief Engineer.....Bert Meade

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WFOY

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Fountain of Youth Broadcasting Co.
Address.....Fountain of Youth Park
Phone Number 1622
Transmitter Location.....Fountain of Youth Park
Time on the Air.....6:00 a.m. to 12:05 a.m.
News Service .....UP
Representative.....Weed & Co.

Personnel

President.....Glenn Marshall, Jr.
General Manager.....J. Allen Brown
Sales and Sales Promotion Manager.....J. Allen Brown
Publicity Director.....Sara Prince
Program Director.....(Miss) Frankie Collyer Walker
Chief Engineer.....Carl DeLay

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WSUN

ST. PETERSBURG—EST. 1927

BLUE NETWORK

Frequency: 620 Kc. .....Power: 5000 Watts
Owned-Operated By..City of St. Petersburg,
Address.....Municipal Pier
Phone Number.....4747-4748
Transmitter Location..Bayview near Tampa,
Time on the Air.....24 hours daily
News Service.....UP
Transcription Service.....Associated Music
Representative .....Weed & Company

Personnel

Station Manager.....Norman E. Brown
Commercial Manager.....Vera M. New
Sales Promotion Manager...Norman E. Brown
Program Director-Engineer.....Louis J. Link
Production Manager.....Beth McNeely
Public Relations Director.....Joe Frohock
Musical Director.....Edith Sexton

•

WTSP

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK

Frequency: 1380 Kc.....Power 1000 d.; 500 n.
Owned-Operated By..Pinellas Broadcasting Co.
Address.....470 First Avenue South
Phone Number.....8108
Transmitter Location....35th Ave. and 4th St., North
Time on the Air.....6:55 a.m. to midnight, Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation....St. Petersburg Times
News Service.....UP and INS
Representative.....William G. Rambeau Co.

Personnel

President.....Nelson P. Poynter
Station Manager.....Lex L. D. Herron
Traffic and Publicity Manager .....Jean Allyn
Sales Promotion and Program Director.....Jack Dadswell

WSPB

SARASOTA—EST. 1939

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....P. O. Box 1110
Phone Number 2111-2110
Studio Address.....City Island, Sarasota
Time on the Air.....7:25 a.m. to 11:15 p.m.
News Service .....UP
Transcription Service.....World Broadcasting

Personnel

President.....R. C. Jones, Jr.
Station Manager.....John Browning
Program Director.....Mrs. John B. Browning
Chief Announcer.....Eric Provost
Chief Engineer.....James E. Grant

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WTAL

TALLAHASSEE—EST. 1943

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 d.; 250 n.
Owned-Operated
By.....Capitol City Broadcasting Corp.
Manager Theresa M. Myers
Address.....Thomasville Road
Phone Number 2160
Time on the Air....7:00 a.m. to 12:00 midnight
News Service .....UP
Transcription Service...Standard & Thesaurus

Personnel

President.....Mrs. John H. Phipps
Station Manager.....Mrs. Teresa M. Myers
Program Director.....Paula M. Page
Chief Announcer.....William A. Snowden, Jr.
Chief Engineer.....William A. Snowden, Jr.

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WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By..Tampa Times Company
Business Address.....Tampa Terrace Hotel
Phone Number.....M 1818
Studio Address.....Tampa Terrace Hotel
Transmitter Location..Forest Hills Country
Club Area
Time on the Air.....6:45 a.m. to 12:05 a.m.
Newspaper Affiliation....Tampa Daily Times
News Service .....AP
Transcription Service.....World Broadcasting
Representative .....The Katz Agency

Personnel

President .....David E. Smiley
Sales Promotion.....L. Spencer Mitchell
Station Manager.....L. S. Mitchell
Chief Engineer.....William Pharr Moore
Program Director.....Kenneth W. Skelton
Chief Announcer.....S. J. Fleischman
Musical Director.....Elvan B. Wilson

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WFLA

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Tampa Tribune
Address.....Seminole Bldg.
Phone Number.....Tampa H 1828
Transmitter Location: East Entrance, Davis
Causeway, Columbus Drive
Time on the Air: 6:45 a.m. to midnight Unlimited
Newspaper Affiliation .....Tampa Tribune
News Service .....UP
Transcription Service.....NBC Thesaurus;
Standard and Lang-Worth
Representative.....John Blair & Co.

Personnel

Station Manager.....W. Walter Tison
Local Sales Manager.....Bert Arnold
Production Manager.....Paul M. Jones
Musical Director.....Frank Grasso
Chief Engineer.....Joe Mitchell
Director of War Programs.....Eva Byron

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WJNO

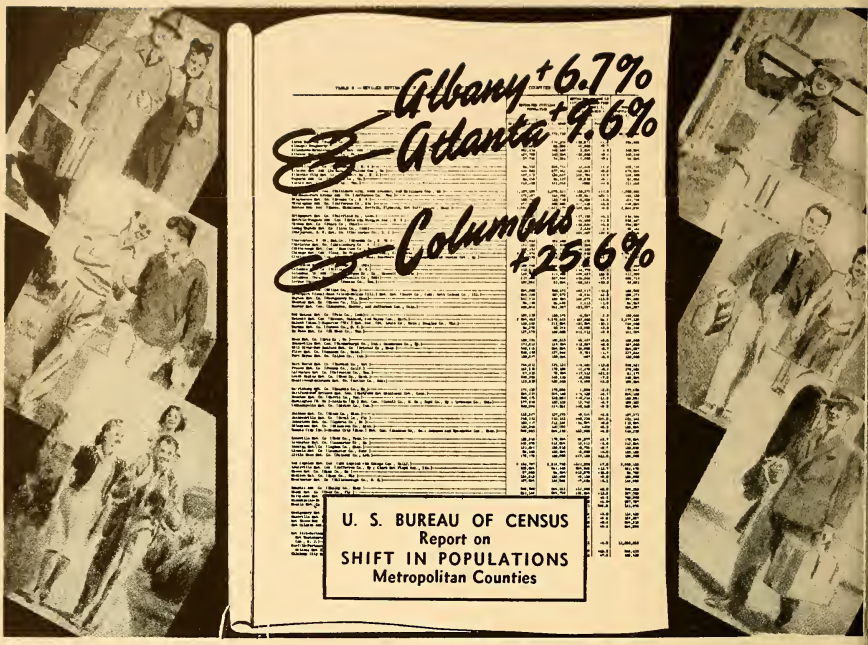
WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business Address .....P. O. Box 189
Phone Number 3638
Transmitter Location.....1415 Okeechobee Rd.
Time on the Air .....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus,
C. P. MacGregor
Representative.....Radio Advertising Co.

Personnel

Owner.....Marshall Heminway
General Manager .....Stephen Willis
Program Director.....Larry Roller
Chief Engineer.....E. Whitt MacDowell



Marching ~~Through~~ To Georgia!

Eighty years after Sherman's famous "March to the Sea", *another* army is marching on Georgia. This time, however, they've marched TO Georgia rather than THROUGH Georgia.

This is an army of men and women who have come to Georgia's Cities to take jobs in Georgia's industries. They like Georgia,—its climate, its people, its working conditions—and when the war is over, they're going to stay in Georgia!

The phenomenal increase in population of Georgia Cities is shown by the U. S. Bureau of Census report on changes in civilian population of metropolitan Counties, between April 1st, 1940, and March 1st, 1943, based on actual registrations for Ration Book Two.

While many American cities were showing a net loss in population, due to loss of men and women to the Armed Services—Atlanta, Albany and Columbus all showed large net gains. Bear in mind that this covers *civilian* population alone, and does not take into consideration the hundreds of thousands of soldiers stationed in Georgia, whose purchases g swell Georgia's ever-mounting total o tail sales.

Now's the time to sell your produc Georgia's prosperous *urban* markets making up your list, pick stations that you *concentrated coverage* in Geor Cities, where the pay-roll dollars are

WATL ATLANTA 1400 KC MBS

WRBL COLUMBUS 1230 KC CBS

WGPC ALBANY 1450 KC C

Represented by SPOT SALES, Inc.

GEORGIA BROADCASTING COMPANY, INC.

GEORGIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WALB

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Address .....Albany, Ga.
Phone Number..... 1590
Transmitter Location.....Leesburg Road
Time on the Air.....6:55 a.m. to 10:20 p.m.
Newspaper Affiliation.....Albany Herald
News Service..... AP
Transcription Service.....Associated Music Publishers
Representative....Burn-Smith Co.; Frank Cook

Personnel

President .....H. T. McIntosh
Station Manager.....Abner M. Israel
Commercial Manager.....Mildred Huie
Promotion Director.....A. M. Israel
Chief Engineer.....DeForest T. Layton
Chief Announcer.....Wally Jones

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WGPC

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Albany Broadcasting Co.
Address.....125½ N. Jackson St.
Phone Number.....1370; 1371
Transmitter Location.....Gillionville Road
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff, Jr.
Station Manager.....Margaret Kinnett, Acting Manager
Program Director.....Elivelta Powers
Production Manager.....Theora Brown
Chief Announcer.....Eric Chanler
Chief Engineer.....Chas. M. Kinnett

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WGAU

ATHENS—EST. 1938

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
Address ..... Bobbin Mill Road
Phone Number 1741
Transmitter Location .....Bobbin Mill Road
Time on the Air....7:00 a.m. to 12:00 midnight
Transcription Service .....Standard Radio

Personnel

Manager-Chief Engineer .....M. C. Gorman

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WAGA

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 590 Kc.....Power: 5,000 Watts
Owned-Operated By ..Liberty Broadcasting Corp.
Address.....Western Union Bldg.
Phone Number.....MAin 5101
Transmitter Location:
1299 North Druid Hills Road
Time on the Air.....5:30 a.m. to 12 midnight
News Service.....AP, INS
Transcription Service.....NBS Thesaurus
Representative.....Headley-Reed Co.

Personnel

President.....Lt. Comm. George B. Storer
Station Manager....Charles A. Smithgall, Jr.
Commercial Manager.....Bob Venn
Sales Promotion and Publicity Manager .....Ewald Kockritz
Program Director.....John Barlett
Production Manager.....John Barlett
Musical Director.....Frances Wallace
Chief Engineer.....Al Jones

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WATL

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Georgia Broadcasting System
Operated by.....Atlanta Broadcasting Co.
Address.....Henry Grady Building
Phone Number .....Walnut 4377
Transmitter Location....Henry Grady Building
Time on the Air: 6:00 a.m. to 12:05 a.m.; Sundays, 7:00 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff, Jr.
Station Manager.....J. A. Davenport
Sales Manager.....Sam Kane
Program Director.....Dan Hornsby
Production Manager.....Larry Millert
Publicity Director.....Dan Hornsby
Chief Announcer.....Ted Fenster
Music Director.....Cliff Cameron
Chief Engineer.....R. W. Minton

HISTORY

Licensed as WSB on March 15th 1922

Pioneered in Dixie
First Newscast
First Church Service
First Farm Program
First Educational Program
First Sports Broadcast,

23 Years of Public Service which accounts for the largest and most loyal audience in Georgia

The First Choice of
The Listener
the Advertiser
the Public Servant

Future?
FM and Television—
Whatever new develops in radio WSB will continue to pioneer!

LEAVES FROM WSB'S NOTEBOOK · 1922 TO 1945

Since the early days of earphones, W S B has made radio history in the South. Conservative in policy and progressive in program direction, the services of this station rank high with our commercial friends and with our large listening audience. The leaves of achievement through the years are countless . . .

THE VOICE OF THE SOUTH

WSB 750 KC ATLANTA

GEORGIA'S ONLY 50,000 WATT, CLEAR CHANNEL STATION

THE ATLANTA JOURNAL STATION

AFFILIATED WITH NATIONAL BROADCASTING COMPANY

EDWARD PETRY and CO., INC., *National Representatives*

WGST

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
Owned By ..... Georgia Institute of Technology
Operated By.....Radio Committee—Board of Regents, State of Georgia
Address .....Forsyth Bldg.
Phone Number.. .....Walnut 8441
Transmitter Location....Cheshire Bridge Rd.
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP, UP
Transcription Service.....World Broadcasting System
Representative ..... The Katz Agency

Personnel

Associate Managers.....Frank Gaither (Sales), John Fulton (Programs)
Production & Publicity Director....Don Naylor
Musical Director.....Lola Allen Wallace
Chief Engineer .....Ben Akerman

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WSB

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc.....Power: 50,000 Watts
Owned-Operated By.....The Atlanta Journal Company
Address ..... Biltmore Hotel
Phone Numbers.....Hemlock 1045
Transmitter Location.....Tucker, Ga.
Time on the Air....5:00 a.m.-12:30 a.m. daily; 7:00 a.m.-12:30 a.m. Sunday
Newspaper Affiliation.....The Atlanta Journal
News Service.....AP, UP and INS
Transcription Service...Standard Radio, World
Representative.....Edward Petry & Co.

Personnel

Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Sales Promotion Manager.....Tom Downing
Artists' Bureau Head.....Harrison Kimball
Publicity Director.....Frank Cason
Production Manager.....M. K. Toolson
Musical Director.....Albert Coleman
Chief Engineer.....C. F. Daugherty

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WGAC

AUGUSTA—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By..The Twin States Broadcasting Company

WGST
ATLANTA
920 Kc.

CBS
Affiliate

TOPS

In program entertainment through its spirited local showmanship and its affiliation with CBS

A member of The Georgia Major Market Trio, WGST is also available in combination with WTOC Savannah and WMAZ Macon—for complete coverage of Georgia at one low cost.

Represented Nationally by
THE KATZ AGENCY, Inc.

Address ..... Augusta
Phone Number.....2-2692
Transmitter Location....Sand Bar Ferry, Md., Augusta, Ga.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative .....Headley-Reed Company

Personnel

President.....J. B. Fuqua
Sales Manager.....J. B. Fuqua
Program and Publicity.....Steve Manderson
Chief Engineer .....John Lyon

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W R D W

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 5,000 Watts
Owned-Operated By..Augusta Broadcasting Company
Address .....10th & Broad Streets
Phone Numbers 2-8805, 8806, 8807
Transmitter Location.....Berckmans Road
Time on the Air.....6 a.m. to 12 midnight: Sundays, 7:00 a.m. to 12:00 midnight
News Service .....UP
Transcription Service.....World Broadcasting System
Representative.....George P. Hollingbery

Personnel

President.....Wm. K. Jenkins
Station Manager.....W. R. Ringson
Commercial Manager.....Thurston Bennett
Program-Publicity Director.....W. Charles Roe
Chief Announcer.....Ben Lucas
Musical Director.....Gil Evans
Chief Engineer.....Harvey Aderhold

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W M O G

BRUNSWICK—EST. 1940

KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
Owned-Operated By....Coastal Broadcasting Company
Address .....St. Simons Island Causeway
Phone Number 1500
Transmitter Location....St. Simons Causeway
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus

Personnel

President.....Mrs. Alma W. King
General and Sales Manager..Kenneth E. White
Program Director.....Alfred Job
Chief Engineer.....Kenneth E. White

W G A A

CEDARTOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned By .....Northwest Georgia Broadcasting Co.
Operated By..... R. W. Rounsaville
Address .....West Theater Bldg.
Phone Number.....777
Transmitter Location.....Cave Spring Rd.
Time on the Air.....14 hours daily
News Service .....AP
Transcription Service.....Keystone Broadcasting System

Personnel

President .....O. C. Lam
General Manager.....R. W. Rounsaville
Promotion Manager....Mrs. R. W. Rounsaville
Program, Production and Publicity Director .....Dorothy Holt
Chief Announcer.....Hall Wray
Chief Engineer.....Clarence Landress

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W D A K

COLUMBUS—EST. 1940

BLUE NETWORK—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Broadcasting Company
Address .....1028½ Broadway
Phone Number.....3-2771
Transmitter Location.....Brick Yard Rd.; Phenix City, Ala.
Time on the Air.....6 a.m. to midnight
News Service.....AP
Representative.....Headley-Reed Co.

Personnel

President-Owner.....L. J. Duncan
Station Manager.....Allen M. Woodall
Program Director.....Dora Anna Gay
Publicity Director.....Mrs. Walter Harvey
Chief Announcer.....Tommy Tucker
Chief Engineer.....Denzil Pulley

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W R B L

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned and Operated By....Columbus Broadcasting Company
Address .....1420 Second Avenue
Phone Number.....2-0601

Transmitter Location.....3009½ Howard Ave.
Time on the Air.....6:00 a.m. to 12:05 a.m.; Sundays, 6:30 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service..... Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff
Station Manager.....W. Heldon Herrin
Commercial Manager.....W. S. Massie
Musical Director .....Gertrude Handley
Publicity Director .....Ed Hennessy
Chief Engineer.....Albert Timms

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W M J M

CORDELE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 d.; 100 n.
Owned-Operated By..Cordell Dispatch Publishing Company
Business Address.....20th Ave. and B St.
Phone Number 666
Studio Address.....20th Ave. & B St.
Transmitter Location.....20th Ave. & B St.
Time on the Air.....7 a.m. to 8:00 p.m.; Sundays, 7:00 a.m. to 12:00 p.m.
Transcription Service...Keystone Broadcasting
Representative.....Thomas F. Clarke

Personnel

Station Manager.....James S. Rivers
Commercial Manager.....R. H. Thompson
Program Director.....Tenna Powers
Publicity Director.....James S. Rivers
Chief Announcer.....Bruce Smith
Musical Director.....George Waters
Chief Engineer.....Howard V. Harrell

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W B L J

DALTON—EST. 1940

MUTUAL & KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Dalton Broadcasting
Address.....111 So. Pentz Street
Phone Number.....Dalton 684
Transmitter Location.....River Bend Rd.
Time on the Air.....6:45 a.m. to 10:00 p.m.
Representative .....Cox & Tanz

Personnel

President .....H. C. Kenemer
Manager.....W. V. Williams
Sales Promotion Manager.....T. H. McMillan
Program Director.....Barbara Brinkman
Production Manager.....Ed Craigmiles
Chief Announcer.....Paul Crandall
Chief Engineer .....W. C. Roberts

W G G A

GAINESVILLE—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Blue Ridge Broadcasting Company
Address.....Athens Road
Phone Number.....1600-1601
Time on the Air.....6:00 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service.....Lang Worth

Personnel

President.....Charles Smithgall
Vice-President.....H. Russ Holt
Secretary.....E. F. MacLeod
Program and Production.....Claude Putnam
Publicity Director.....James Vocalis
Director of War Programs...Mildred Thompson
Chief Engineer.....C. M. Callicott

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W K E U

GRIFFIN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Address.....Griffin Hotel, Griffin
Time on the Air.....Daytime License
Transcription Service.....C. P. MacGregor
Representative.....Sears & Ayer, Inc.

Personnel

Manager & Owner.....A. W. Marshall, Jr.

•

W L A G

LA GRANGE—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...LaGrange Broadcasting
Address .....303 Broome St.
Phone Number..... 1700
Transmitter Location.....La Grange
Time on the Air.....6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation.....LaGrange News
News Service .....UP

Personnel

President .....Roy C. Swank
Station Manager.....Edwin Mullinax
Program Director.....Josephine Moncrief
Chief Engineer .....James McKay

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W B M L

MACON—EST. 1940

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By.....Middle Georgia Broadcasting Company
Address.....First National Bank Building
Phone Number..... 2728
Transmitter Location.....8th & Cherry Streets
Time on the Air.....6 a.m. to 12 midnight; Sunday, 7:30 to 12 midnight
News Service .....UP
Transcription Service .....Standard
Representative .....Joseph H. McGillvra

Personnel

President .....Ernest D. Black
Vice President .....E. M. Lowe
Secretary & Treasurer.....Charles W. Pittman
General Manager.....Charles W. Pittman
Commercial Manager.....Walter Graham
Sales Promotion Manager.....Harold Beaty
Program Director ....Mary Hester Richardson
Production Director.....Harold Beatty
Chief Announcer.....Harold Beaty
Director of Women's Activities and Publicity.....Peggy Halliburton
Musical Director.....Mary Hester Richardson
Chief Engineer.....H. S. Goodrich

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WMAZ

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By....Southeastern Broadcasting Company, Inc.
Address .....Bankers Insurance Bldg.
Phone Number 3131
Transmitter Location.....Forsyth Road
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Service.....INS, AP
Transcription Service.....World Broadcasting System; Lang-Worth
Representative .....The Katz Agency

Personnel

President, Chief Engineer George P. Rankin, Jr.
Station Manager.....Wilton E. Cobb
Commercial & Sales Promotion Mgr. .....Frank Crowther
Traffic Director.....Dorothy Small
Publicity Director .....Wilton Cobb
Chief Announcer .....Frank Hubbs
Musical Director.....Albert Sanders
Director of War Programs.....Frank Hubbs
Chief Engineer.....George P. Rankin, William J. Bryan (Chief Trans. Op.)

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WMGA

MOULTRIE—EST. 1939

KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Frank R. Pidcock, Sr.
Address .....Box 310, Moultrie
Phone Number..... 999
Transmitter Location.....Moultrie
Time on the Air; 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....Standard Radio, Keystone, World

Personnel

Owner .....Frank R. Pidcock
Manager .....John F. Pidcock
Commercial Manager .....James M. Wilder
Program Director.....Mrs. D. E. Stringfellow
Chief Engineer .....James Wilder
Chief Announcer .....Wendell Adams

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WRGA

ROME—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Rome Broadcasting Corp.
Address ..... National City Bank Building
Phone Number.....6589-7737
Transmitter Location ....Seventh Ave., Rome
Time on the Air.....Unlimited license

Personnel

President .....John W. Quarles
Gen'l Mgr. & Treasurer .....Happy Quarles
Sales Manager.....Lamar Talley
Program Director.....George Eubanks
Director of War Programs....George Eubanks
Chief Engineer.....Doc Williams

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WSAV

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.
ATLANTIC SPORTS NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WSAV, Inc.
Address .....Liberty National Bank Building
Phone Number.....5600
Transmitter Location.....East President Street
Time on the Air.....7 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Associated Music Publishers
Representative .....George P. Hollingbery Company

Personnel

President .....Harben Daniel
Station Manager.....Harben Daniel
Commercial Manager.....N. W. Brandon (U. S. Army)
Sales Promotion Manager.....L. H. Thesmar
Program Director.....Gibson Jackson
Director of War Programs....Alberta Robertson
Production Manager.....Gibson Jackson
Publicity Director.....L. H. Thesmar
Musical Director.....Ruth Christiansen
Chief Announcer.....Francis Harden
Chief Engineer .....Meredith Thompson

WTOC

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned By....Savannah Broadcasting Company
Operated By.....Savannah Broadcasting Co.
Address.....516 Abercorn Street
Phone Number 20127-28-29
Transmitter Location .....Central Junction
Time on the Air: 6:00 to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....UP
Transcription Service .....Lang-Worth; Standard Radio
Representative .....The Katz Agency

Personnel

President and Station Mgr....W. T. Knight, Jr.
Sales-Merchandising Manager.....Bill Smart
Local Sales Mgr.....Ben Williams
Program Director.....Ben Quick
Production Manager.....Dwight James Bruce
Musical Director.....Jean Wallace
Chief Engineer.....Claude M. Gray

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WPAX

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .....Wimpy Radio
Address.....117 Remington Avenue
Phone Number..... 909
Transmitter Location...117 Remington Avenue
Time on the Air.....7:30 a.m. to 10:00 p.m.

Personnel

Station Manager.....H. Wimpy
Commercial Manager.....Al Feinberg
Chief Announcer and Engineer.James W. Poole

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WRLC

TOCCOA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By .....R. G. LeTourneau
Address .....Prather Bridge Road
Phone Number..... 1751
Transmitter Location....Prather Bridge Road
Time on the Air..6:00 a.m. to 11:00 p.m. weekdays; 8:00 a.m. to 11:00 p.m. Sundays
News Service.....UP
Transcription Service.....Lang-Worth; BMI; Keystone

Personnel

Owner.....R. G. LeTourneau
General and Commercial Manager .....Virgle E. Craig
Program Director.....Wm. S. Kilgore

WGOV

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. D. Rivers
Address .....Valdosta, Ga.
Phone Numbers.....1420; 1421
Transmitter Location.....Valdosta, Ga.
Time on the Air.....7:00 a.m. to midnight
News Service .....UP
Representative .....The Walker Co.

Personnel

Owner..... E. D. Rivers
Station Mgr.....Mrs. E. D. Rivers
Sales Manager .....W. R. Link
Chief Engineer.....James W. Stewart

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WAYX

WAYCROSS—EST. 1936

KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Address .....620 Plant Avenue
Phone Number 965
Transmitter Location ..... Waycross
Time on the Air.....7 a.m. to midnight
Newspaper Affiliation .....Waycross Journal-Herald
News Service ..... UP
Transcription Service .....World Broadcasting System; Keystone Broadcasting System
Representative .....The Walker Company

Personnel

President .....Jack Williams
Station Manager.....John J. Tobola
Program Director.....R. C. Tuten
Chief Engineer.....John J. Tobola

•

WRLD

WEST POINT—EST. 1944

BLUE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Valley Broadcasting Co.
Address .....Gen. Tyler Hotel Bldg.
Phone Number.....173 or 437
Studio Address....Gen. Tyler Hotel Bldg. and Cherry St., Lanett, Ala.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....World Broadcasting
Representative .....Headley-Reed

Personnel

Chief Partner & Gen. Mgr.....L. J. Duncan
Sales Manager.....Allen Woodall
Program Director.....Frances Ledhetter
Production and Publicity.....Francis Harden
Chief Engineer.....Dige Bishop
Record Master of Ceremony.....Dick Fennell

IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KIDO

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.
Owned By.....G. M. Phillips
Operated By.....G. M. Phillips
Address .....Hotel Boise
Phone Numbers.....660; 661; 682
Transmitter Location..4½ miles northwest of City
Time on the Air: 6:00 a.m. to 12:00 midnight
News Service .....UP and AP
Transcription Service....World Broadcasting System
Representative.....John Blair & Company

Personnel

President.....G. M. Phillips
Commercial and Sales Promotion Manager .....Boyd Braithwaite
Station Manager.....Walter E. Wagstaff
Chief Announcer.....Billy Phillips
Production Manager.....George D. Snell
Publicity Director.....John A. Casstevens
Chief Engineer .....James Johntz

•

KID

IDAHO FALLS—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 d.; 500 n.
Owned-Operated By.....KID Broadcasting Co.
Address .....KID Building
Phone Number 3-4
Transmitter Location .....Ammon Road
Time on the Air.....6:00 a.m. to 11:00 p.m.

Personnel

President .....Walter Bauchman
General & Nat'l Sales Manager.Frank McIntyre
Assistant & Local Sales Manager, Leonard Wasden
Sales Promotion Manager....Leonard Wasden
Program Director.....Harry J. Woodle
Production Manager.....Gene Ackerley
Publicity Director.....Frank McIntyre
Chief Announcer.....Gene Ackerley
Artists Bureau.....John Sinclair
Musical Director.....Dick Barber
Chief Engineer.....C. N. Layne

KRLC

LEWISTON—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....H. E. Studebaker
Address.....Lewis-Clark Hotel Building
Phone Number..... 1950
Transmitter Location.....Lewiston Orchards
Time on the Air.....7:00 a.m.-11:00 p.m.
News Service .....UP
Transcription Service....World Broadcasting System; Longworth Feature Programs
Representative .....Howard H. Wilson Co.

Personnel

Owner .....H. E. Studebaker
Station Manager.....Donald A. Wike
Commercial Manager.....Donald Thomas
Chief Engineer.....Milton MacLafferty

•

KFXD

NAMPA—EST. 1929

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Frank E. Hurt
Business Address....1024 Twelfth Ave., South
Phone Number 1200
Studio Addresses: 1024 Twelfth Ave., South; 8th & Grant, Caldwell, Idaho
Transmitter Location..1024 Twelfth St., South; Radio Sta. KSL, Salt Lake City, Utah
Time on the Air.....6 a.m.-10 p.m.
News Service .....UP-AP
Transcription Service: NBC Thesaurus; Lang-Worth

Personnel

Owner .....Frank E. Hurt
Program Director.....Nancy Buehler
Chief Engineer.....Edward Hurt

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KSEI

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc...Power: 1000 d.; 250 n.
Owned-Operated By..... Radio Service Corporation
Address ..... Pocatello
Phone Number 960
Transmitter Location..... Pocatello
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 11 p.m.
News Service..... UP
Transcription Service.....Standard
Representatives.....The Walker Co. (East); Homer Owen Griffith (West)

Personnel

President .....O. P. Soule
Vice-Pres.-General Manager.Henry H. Fletcher
Program Director.....Ruthe A. Fletcher
Publicity Director.....Olive M. Leeney
Chief Engineer.....Henry H. Fletcher

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KTFI

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Broadcasting Corp.
Address .....241 Main Ave. W.
Phone Number..... 2400
Transmitter Location.....Highway No. 30, west of Twin Falls
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....Standard Library
Representatives.....The Walker Co.; Homer Owen Griffith

Personnel

President .....O. P. Soule
Station Manager.....F. M. Gardner
Sales Promotion Manager .....L. Otto
Program Director and Chief Announcer .....Charles S. Crabtree
Musical Director.....Anton Guyer
Chief Engineer.....Franklyn Ver Cox
Publicity Director.....Eloise Webb
Artists Bureau.....Victor Bruno
Record Master of Ceremonies...V. I. Philippet

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KWAL

WALLACE—EST. 1939

KEYSTONE BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Silver Broadcasting Co.
Operated By.....R. G. Binyon
Address .....Tabor Bldg.
Phone Number..... 330
Transmitter Location .....Wallace
Time on the Air.....Unlimited Time
Transcription Service..Keystone Broadcasting System; Standard Radio; Associated Music Publishers

Personnel

General Manager.....R. G. Binyon
Asst. Manager.....W. Mondell Spencer
Sales Promotion-Commercial Manager Howard Olson
Program Director.....Turner Dreher
Production Manager.....E. Camey
Chief Announcer .....W. Mondell Spencer
Chief Engineer.....Arvo Haapanen

FOR QUALITY
AP !

PRESS ASSOCIATION, Inc.
50 ROCKEFELLER PLAZA
NEW YORK, N. Y.

—read the staggering facts on listening habits in America's 2nd biggest market!

We asked: "What station do you listen to most?"

42% SAID WMAQ

MORE PEOPLE ANSWERED **"WMAQ"** THAN THE NEXT 3 STATIONS COMBINED!

In a recent nation-wide, all-county survey, people were asked:

"What radio station do you listen to most?"

In the Chicago area—America's second largest market—42% of the thousands who answered named WMAQ. This overwhelming choice of WMAQ is greater than that accorded to all other Chicago network outlets combined.

This fact is a fitting tribute to the great shows, the expert production and the fine transmission which are characteristic of NBC's key Midwest outlet.

To blanket the 2,855,700 families in the Chicago area—to cut a cash slice of this $3,500,000,000 market—astute advertisers place their local and spot campaigns on WMAQ.

WMAQ CHICAGO

The station most people listen to most

670 ON YOUR DIAL—50,000 WATTS

REPRESENTED BY NBC SPOT SALES

NBC

A Service of Radio Corporation of America

ILLINOIS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WMRO

AURORA—EST. 1938

Frequency: 1280 Kc.....Power: 250 Watts
Owned-Operated By.....Martin R. O'Brien
Address.....34 S. River St.
Phone Number.....Aurora 4215
Transmitter Location.....N. Aurora
Time on the Air....Local sunrise to local sunset
News Service..... AP
Transcription Service: Keystone Broadcasting System; Standard Radio

Personnel

Owner-General Manager....Martin R. O'Brien
Commercial Manager .....Vincent G. Cofey
Program-Musical Director.....Dorothy O'Brien
Dir. of War Programs.....Dorothy O'Brien
Publicity and Production Director .....Jeanne Doran
Chief Announcer .....J. T. Hankinson
Supervising Engineer .....Vincent Cofey
Chief Engineer .....Phillip Olson

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WJBC

BLOOMINGTON—EST. 1924

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..A. M. McGregor, Hugh L. Gately & D. C. McGregor
Business Address.....209 E. Washington
Phone Number..... 535
Transmitter Location.....West Gregory Ave. Normal, Ill.
Time on the Air.....Unlimited license
Transcription Serviec .....World
Representative .....Sears and Ayer, Inc.

Personnel

Director.....A. M. McGregor
Commercial Manager.....Hugh L. Gately

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WKRO

CAIRO—EST. 1942

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....324 B'way, Cape Girardeau, Mo.
Phone Number.....1490
Transmitter Location .....Cairo
Time on the Air.....7:30 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.
News Service .....UP

Personnel

Owner .....Oscar C. Hirsch
Station Manager.....Merrill C. Currier
Chief Engineer.....Oscar C. Hirsch

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WCAZ

CARTHAGE—EST. 1921

Frequency: 1080 Kc.....Power: 250 Watts
Owned-Operated By....Superior Broadcasting Service, Inc.
Business Address .....Carthage
Phone Number..... 520
Studio Address.....Carthage; Macomb, Ill.
Transmitter Location .....Carthage
Time on the Air.....Daytime to local sunset
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative.....Thomas F. Clark Co., Inc.

Personnel

President .....Bob Compton
Station Manager.....John Palmer

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WDWS

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Champaign News-Gazette, Inc.
Address ..... 48 Main St.
Phone Number 6-1855
Transmitter Location. 1 mile south of Champaign
Time on the Air .....Unlimited license
Newspaper Affiliation .....Champaign News-Gazette
National Sales Office. Texas Daily Press League
News Service .....UP
Transcription Service .....World

Personnel

General Manager.....J. A. McDermott
Station Manager.....Marajen S. Dyess
Sales Manager.....Frank R. Mills
Program Director.....Juanita Hall
Dir. of War Programs.....Juanita Hall
Chief Engineer.....Jack R. Baum

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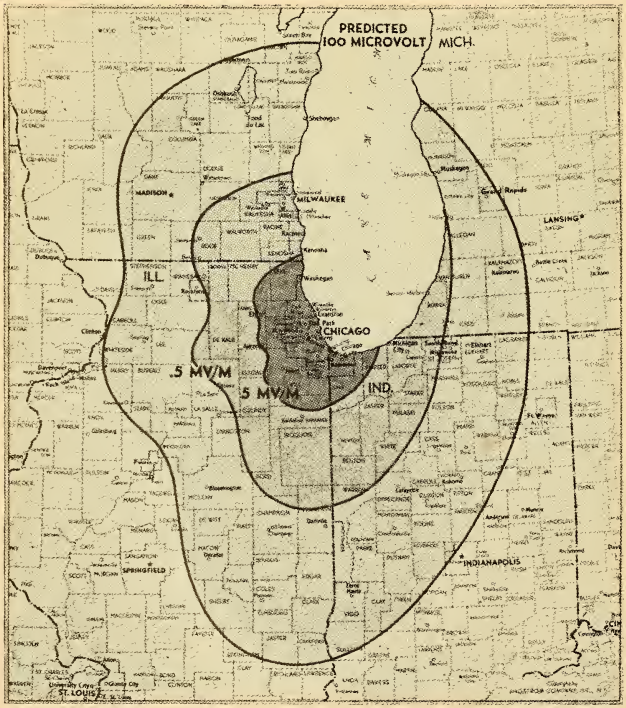
WAAF

CHICAGO—EST. 1922

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By....Drover's Journal Publishing Co.
Address .....Palmer House
Phone Number .....Randolph 1932
Transmitter Location.....1001 Exchange Ave.

WCFL - CHICAGO

10000 Watt Transmitter
1000 Kilocycles
100% Reception



You Get Your Money's Worth at

WCFL CHICAGO

THE VOICE OF LABOR

•

Accepted Interpretation of the News by . . .

Martin Agronsky
Baukhage
Walter Kiernan
Richard Harkness
Dr. Schacher

Currently Featured:

Metropolitan Opera
Breakfast Club
Ladies Be Seated
Appointment with Life
London Calling
Lies from Tokyo
Transatlantic Quiz
Land of the Lost
Atlantic Spotlight
Harry Wismer's Sports Review
Coast to Coast on a Bus
Soldiers with Wings
Boston Symphony Orchestra

Programs expertly styled for listening pleasure and Sales Appeal

Newspaper Affiliation.....Drovers Journal Publishing Co., Inc.
Time on the Air....6:30 a.m. to local sunset
News Service.....UP, AP, Transradio
Transcription Service.....Standard Radio
Representative....George P. Hollingbery Co.

Personnel

President .....Ward A. Neff
Station and Commercial Manager .....Bradley R. Eidmann
Sales Promotion Manager.....Nicholas Frank
Production Manager.....Russell Ryan
War Program Director.....Cynthia Coyle
Chief Engineer.....Carl Uhlrich
Musical Director.....Helen Colton
Chief Announcer.....Russell Ryan
Record MC.....Paul Dixon

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WAIT

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station WAIT
Address.....360 N. Michigan Avenue
Phone Number .....Franklin 0660
Transmitter Location.....Church Road, Elmhurst, Ill
Time on the Air.....Local sunrise to sunset; Dallas, Texas
News Service .....UP
Transcription Service .....AMP
Representative.....Howard Wilson Co.

Personnel

Managing Director .....Gene T. Dyer
Station Manager.....Joseph Rudolph
Commercial Manager.....Joseph J. Rudolph
Program Director and Chief Announcer .....Linn Burton
Sales Promotion Manager.....George Provol
War Program Director.....Joseph Rudolph
Musical Director .....Elizabeth Hinzman
Chief Engineer .....E. W. Jacker
Record MC.....Tom Moore

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WBBM

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
Owned-Operated By....The Columbia Broadcasting System, Inc.
Address .....410 North Michigan Ave.
Phone .....Whitehall 6000
Transmitter Location .....Itaska, Ill.
Time on the Air.....5:30 a.m. to 1:30 a.m.; Sundays, 7:00 a.m. to 1:30 a.m.
News Service.....AP; INS; UP
Transcription Service.....Lang-Worth, World, Associated Recorded Program Service
Representative .....Radio Sales

Personnel

Vice-President in Charge of Western Division.....H. Leslie Atlass
Station Manager.....J. L. Van Volkenburg
Commercial Manager.....E. H. Shomo
Sales Promotion Manager.....Jonathan Snow
Program Director .....Walter J. Preston
Dir. of War Programs.....Walter J. Preston
Production Manager.....Fred Kilian
Dir. of Press Information.....Don Kelley
Musical Director.....Caesar Petrillo
Chief Announcer.....Val Sherman
Chief Engineer .....J. J. Beloungy

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WCFL

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.
BLUE NETWORK

Frequency: 1000 Kc.....Power: 10000 Watts
Owned-Oper. By..Chicago Federation of Labor
Address.....666 Lake Shore Drive
Phone Number.....Superior 5300
Transmitter Location...Downers Grove, Illinois
Time on the Air...6:00 a.m. to 12:00 Midnight; Sundays, 8:00 a.m. to 12 Midnight.
News Service.....UP
Transcription Service....World Broadcasting System
Representative.....The Katz Agency

Personnel

President.....John Fitzpatrick
Commercial and Sales Manager..M. B. Wolens
Program Director.....Howard Keegan
Station Manager.....Howard Keegan
Sales Promotion Manager....Melvin B. Wolens
Director of War Programs.....Howard Keegan
Production Manager.....Howard Keegan
Publicity Director.....Melvin B. Wolens
Chief Announcer.....Roy Franklyn
Musical Director.....Jack Kelly
Chief Engineer.....Richard Pappin

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WCRW

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Phone Number.....Diversey 4440
Transmitter Location.....2756 Pine Grove Ave.
Time on the air: 11 .m. to 2 p.m. nd 5 p.m. to 7 p.m.

Personnel

Owner.....Clinton R. White

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WEDC

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.

THE VOICE OF THE PEOPLE

WGN

Through this medium of communication flows a constant stream of human action and emotion expressed in the shape of news—music—sports—drama—comedy—pathos—science—homemaking—mystery—and all things affecting and reflecting the lives of a host of faithful WGN listeners.

Since 1924 Radio and WGN have been synonymous in the Midwest.

WGN is truly the radio institution that evolved into the Voice of The People.

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS *720 KILOCYCLES*

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.
Edward S. Townsend Co., Russ Building, San Francisco, Cal.

Address.....3860 Ogden Ave.
Phone Number.....Crawford 4100
Transmitter Location.....3860 Ogden Ave.
Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.
News Service .....UP

Personnel

President.....Emil Denemark
General and Commercial Manager .....Frank J. Kotnour
Program Director and Chief Announcer .....Bill Mack
Director of War Programs.....Ruth Roberts
Publicity Director.....Serena Notari
Production and Musical Director....Bill Brady
Chief Engineer.....Chester Lewicki

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WENR

CHICAGO—EST. 1925

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
Owned-Operated By.....Blue Network Co.
Address.....Merchandise Mart
Phone Number.....Delaware 1900
Transmitter Location.....Tinley Park, Ill.
Time on the Air: Monday thru Saturday, 6:30-7:00 p.m.; Monday thru Friday, 3:00 p.m.-6.00 p.m. and 800 p.m.-1:00 am.; Saturday, 3:00 p.m.-6:00 p.m and 12:00 Midnight-100 am.; Sunday, 12:00 Noon to 7:00 p.m. and 8:00 p.m.-1:00 a.m.
News Service.....AP; INS; UP
Transcription Service.....Standard Radio
Representative .....Spot Sales

Personnel

President .....Mark Woods
Advertising and Sales Promotion Manager, E. J. Huber
Chief Announcer.....F. Edmund Kasser
Publicity Director.....Ell Henry
Production Manager.....Maurice Wetzel
Sales Manager.....Roy McLaughlin
Director of Public Service Programs, Robert White
Chief Engineer.....E. C. Horstman
Station Manager.....Roy McLaughlin
Program Director.....Gene Rouse
Artists Bureau.....L. E. Douglass
Musical Director.....Rex Maupin

•

WGES

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned and Operated....Radio Station WGES
Address.....14 N. Western Ave.
Phone Number.....Seeley 8066
Transmitter Location....8601 So. Kedzie Ave.
Time on the Air..7:00 a.m. to 12:00 midnight
News Service .....UP
Transcription Service .....World

Personnel

President-Owner .....Partnership
Station Manager.....John A. Dyer
Commercial Manager.....E. M. Hinzman
Sales Promotion Manager.....E. M. Hinzman
Program Director.....Herbert Rudolph
Musical Director.....John Van Kanegon
Dir. of War Program.....Herbert Rudolph
Production Manager.....Herbert Rudolph
Publicity Director.....M. V. Baker
Chief Announcer.....Robert Zelens

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WGN

CHICAGO—EST. 1932

MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts
Owned-Operated By.....WGN, Inc
Address.....441 N. Michigan Ave.
Phone Number.....Superior 0100
Transmitter Location.....Roselle, Illinois
Time on the Air: 5:30 a.m. to 1:05 a.m.; Saturdays, 5:30 a.m. to 1:35 a.m.; Sundays, 8 a.m. to 1:05 p.m.
Newspaper Affiliation....The Chicago Tribune
News Service.....AP, UP, Chicago Tribune
Transcription Service.....World Broadcasting System; Associated Music Publishers and Standard Radio
Representative.....WGN, Inc. (N. Y.)

Personnel

President.....Col. Robert R. McCormick
Station Manager.....Frank P. Schreiber
Commercial Manager...William A. McGuineas
Program Director .... Buckingham W. Gunn
Publicity Director.....Dale O'Brien
Production Manager .....Lewis B. James
News Editor.....Tom Foy
Farm Director.....Holland Engle
Musical Director.....Henry Weber
Chief Engineer.....George Lang

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WIND

CHICAGO—EST. 1927

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By...Johnson-Kennedy Radio Corp.
Business Address...230 North Michigan Ave.
Phone Number.....State 4176
Transmitter Location.....Black Oak, Ind.
Time on the Air.....24 Hours a Day
News Services.....AP, INS, UP
Transcription Service .....Standard
Representative.....John E. Pearson Co.

Personnel

President-Owner.....Ralph L. Atlass
Station Manager.....Ralph L. Atlass
Sales Manager.....John T. Carey
Sales Promotion Manager.....John T. Carey
Program Director.....Fred Willson

Waste paper collected when WLS played Ottawa, Illinois, provides relaxation for WLS comic Pat Buttram.

Our premiere of Paramount picture based on WLS National Barn Dance drew huge crowds.

Helen Joyce of WLS Feature Foods (center) in one of many WLS broadcasts from national political conventions.

Microphones at Work in Midwest America

"We'll be there" is the phrase heard over four states, as WLS microphones bring direct to WLS listeners the important, the human, the profitable and new. It *might be possible*, in this *entire* yearbook to picture every WLS special broadcast of 1944. On this one page, we can only suggest a *very few* highlights. Basically, it is the WLS policy to cover *every* part of the vivid life in Midwest America; to bring our listeners *all the voices* that can inspire, entertain or help. This policy, in practice more than twenty years, has built an audience that LISTENS and ACTS! WLS microphones are at work in Midwest America. Put them to work for *YOU*. Find out why we say so often: WLS GETS RESULTS!

WLS

CHICAGO 7.

390 KILOCYCLES
50,000 WATTS
BLUE NETWORK

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH

The Arizona Network

KSUN
Bisbee - Lowell
Carl Morris, Manager
1230 Kilocycles
250 Watts
CBS

KOY
550 KC
CBS
AL JOHNSON
MANAGER
PHOENIX

KTUC
TUCSON
Lee Little, Manager
1400 Kilocycles
250 Watts
CBS

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY

Publicity Director.....Joan Kauffman
Chief Announcer.....Jim Dale
Musical Director.....Reba Jane Chapman
Chief Announcer.....Victor Voss

•

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts
Owned-Operated By.....WJJD Incorporated
Address.....230 North Michigan Ave.
Phone Number.....STAte 5466
Transmitter Location.....Box 296 G, Desplaines, Ilinois
Time on the Air: 4 a.m. to sundown, Salt Lake City
Transcription Service .....World
Newspaper Affiliation.....Chicago Sun
News Service.....AP, UP
Representative.....Paul H. Raymer Co.

Personnel

President and Station Manager..Marshall Field
Station Manager.....H. Leslie Atlass
Sales Promotion Manager.....Bob Ward
Commercial Manager.....Fred G. Harm
Musical Director.....Ken Nelson
Publicity Director.....Bob Ward
Chief Engineer.....Walter Myers
Program Director.....Randy Blake
Dir. of War Programs.....Randy Blake
Chief Announcer.....Don Doolittle

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WLS

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
Owned-Operated By...Agricultural Broadcasting Co.
Address.....1230 W. Washington Blvd.
Phone Number.....Monroe 9700
Transmitter Location.....Tinley Park, Ili.
Time on the Air: Sat., 5:00 a.m.-3:00 p.m.; and 6:00 p.m.-12:00 a.m.; Mon. thru Fri., 5:00 a.m.-3:00 p.m. and 6:00 p.m.-8:00 p.m.; Sun., 8:00 a.m.-12:00 p.m. and 7:00 a.m.-8:00 p.m.
News Service.....AP, UP, Transradio
Transcription Service .....Standard
Representative.....John Blair & Co.

Personnel

President.....Burridge D. Butler
Station Manager.....Glenn Snyder
Commercial Manager....Charles M. Freeman
Artists' Bureau Head.....George Ferguson
Farm Program Director.....Arthur C. Page
News Editor.....Julian Bentley
Production Manager.....Al Boyd
Musical Director.....Ozzie Westley
War Program Director.....Harold A. Safford
Chief Engineer.....Thomas L. Rowe
Sales Promotion.....Don Finlayson
Program Director.....Harold A. Safford
Publicity Director.....Wilma Gwilliam
Continuity Director.....Harry Templeton

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WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc.....Power: 50000 Watts
Owned-Operated By
National Broadcasting Co., Inc.
Address.....222 North Bank Drive
Phone Number.....Superior 8300
Transmitter Location.....Elmhurst, Ill.
Time on the Air.....5:30 a.m. to 1 a.m.; Sundays, 8:00 a.m. to 1:00 a.m.
News Service.....AP, INS, UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.....National Broadcasting Co.

Personnel

President.....Niles Trammell
V-P, WMAQ Mgr.....Harry C. Kopf
Division Engineer.....Howard C. Luttgens
Supervisor of Music Library....D. A. Marcotte
Night Manager.....H. D. Livezey
Special Events Director.....William B. Ray
Station Relations Mgr.....A. W. Kaney
Chief Announcer.....William Kephart

WJJD

Chicago's
Largest
Independent
Station

20,000 WATTS

CHICAGO

Publicity Director .....Jack Ryan
Continuity Editor.....William Murphy
Production Manager.....Arthur Jacobson
Sales Manager.....Oliver Morton
Business Manager.....John F. Whalley
Program Manager.....Jules Herbuveaux
Advertising and Sales Promotion Manager, Emmons C. Carlson
Musical Director.....Roy Shield
Director of Public Service Programs, Judith Waller

WMBI

CHICAGO—EST. 1926

Frequency: 1110 Kc.....Power: 5000 Watts
Owned-Operated By.....The Moody Bible Institute of Chicago
Address.....153 Institute Place
Phone Number.....Michigan 1570
Transmitter Location.....Addison, Ill.
Time on the Air: Limited time with WBT; 72 to 99½ hours weekly
News Service.....UP
Transcription Service.....NBC Thesaurus

Personnel

Station Manager.....H. Coleman Crowell
Program Director....Rev. Wendell P. Loveless
Dir. of War Programs.....Robert H. Parsons
Production Mgr.....Robert H. Parsons
Publicity Director.....Russell Hitt
Musical Director .....Don P. Hustad
Chief Engineer.....A. P. Frye

(The Moody Bible Institute of Chicago also operates station WDLM.)

WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WSBC
Address .....2400 West Madison St.
Phone Number.....Monroe 9060
Transmitter Location....2400 West Madison St.
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m., 2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
News Service .....UP
Transcription Service.....Associated Music Publishers

Personnel

Station Manager.....Robert O. Miller
Commercial Manager.....Julius Miller
Sales Promotion Manager.....Julius Miller
Program Director.....Robert O. Miller
Dir. of War Programs.....Robert O. Miller
Musical Director.....Arnold B. Miller

WHFC

CICERO—EST. 1926

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHFC, Inc.
Address.....6138 W. Cermak Road
Phone Number....Lawndale 8228, Cicero 4305
Transmitter Location....6138 W. Cermak Road
Time on the Air.....7:00 a.m.-12 Midnight
News Service.....UP

Personnel

General Manager.....R. W. Hoffman
Manager.....M. E. Clifford
Chief Announcer.....Wm. H. Scott
Chief Engineer.....George M. Ives, Jr.

WDAN

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Northwestern Publishing Co.
Operated By .....Danville Commercial News
Address.....17-19 W. North St.
Phone Number 1000
Transmitter Location.....E. Woodlawn and Washington Ave.
Time on the Air.....7 a.m. to 10:15 p.m., Mon. to Sat.; Sun., 8 a.m.-10:15 p.m.
Newspaper Affiliation .....Danville Commercial News
News Service ..... UP
Transcription Service .....Standard Radio
Representative .....J. P. McKinney & Son

Personnel

President and General Manager..E. C. Hewes
Commercial Manager.....Robert J. Burow
Program Director.....Cody Noble Chapman
Chief Announcer .....Francis Hourigan
Chief Engineer.....Ted Magin
Publicity Director .....Bette Austin
Musical Director.....Bette Austin
Chief Engineer.....Ted G. Magin
Publicity Director.....Honore Ronan

WSOY

DECATUR—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Commodore Broadcasting, Inc.
Address.....351-357 No. Main St.
Phone Number.....5371-2
Transmitter Location...1891 No. Oakland Ave.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
Newspaper Affiliation.....Decatur Herald, Decatur Review
News Service.....AP
Transcription Service: Standard Radio; World Broadcasting System
Representative .....Weed & Co.

Personnel

Acting President and General Manager .....Edward Lindsay

Sales Manager.....Charles F. Bruce
Program Director.....Easter Straker
War Program Director and Chief Announcer .....E. B. Pennhallegon
Acting Chief Engineer.....Paul Wnorowski

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WTMV

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Mississippi Valley Broadcasting Co., Inc.
Address...Broadview Hotel, 5th and Broadway
Phone Number....East 4390 and Bridge 3424
Transmitter Location.....Broadview Hotel, 5th and Broadway
Time on the Air.....6:30 a.m. to 1:05 a.m.; Sundays, 7 a.m. to 1:05 a.m.
News Service.....INS
Representative.....Sears & Ayer, Inc.

Personnel

President-General Manager..Carlin S. French
Commercial Manager.....Frank J. Prendergast
Sales Promotion Manager.....Thomas Riggs
Program Director.....Agnes Mites
Publicity Director.....Michael Henry
Musical Director.....William Hart
Chief Announcer .....Bob Terry
Chief Engineer.....Erle White
Record MC.....Bob Baker
Dir. of War Programs.....Agnes Mites
Production Manager.....Michael Henry

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WGIL

GALESBURG—EST. 1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Galesburg Broadcasting Co.
Address.....Hill Arcade
Phone Number.....4626 Main
Transmitter Location.....Hill Arcade
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Sears & Ayer

Personnel

General Manager.....Rollin B. Laughner, Jr.

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WEBQ

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harrisburg Broadcasting Company
Address.....100 East Poplar St.
Phone Number.....28
Transmitter Location.....100 East Poplar St.
Time on the Air.....6 a.m. to 10 p.m.
News Service.....UP

Personnel

Station Manager.....I. M. Taylor
Program-Musical Director.....Mary Downen
Production Manager-Publicity Director Bill Bailey
Chief Engineer.....Joseph R. Tate
Sales Promotion Mgr.....Bernie Smith
Dir. of War Programs.....Inglis M. Taylor
Chief Announcer.....Bill Bailey

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WJPF

HERRIN—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Orville W. Lyerla
Address .....Herrin
Phone Number.....382 and 383
Transmitter Location.....Herrin
Time on the Air.....6 a.m. to 10:15 p.m.
News Service.....UP
Transcription Service .....World

Personnel

President.....Orville W. Lyerla
Station and Commercial Manager..Charles R. Cook
Production Manager.....Betty Kinler
Chief Announcer .....Ellis Joe
Chief Engineer.....Marian F. Sawyer

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WLDS

JACKSONVILLE—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1180 Kc.....Power: 250 Watts
Owned-Operated By.....Stephenson, Edge & Korsmeyer
Address .....Fox-Illinois Theater Bldg.
Phone Number.....1180
Transmitter Location.....1½ miles east of Jacksonville
Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....Standard Radio

Personnel

General Manager .....E. J. Korsmeyer

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WCLS

JOLIET—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WCLS, Inc.
Address.....601 Walnut St., Joliet & 362 E. Court St., Kankakee
Phone Number.....Joliet 4761
Transmitter Location.....Joliet
Time on the Air.....Unlimited
Transcription Service.....Associated Music Publishers

Personnel

President.....Walter Ashe
General Manager.....Robert L. Bowles
Station Manager.....Robert M. Holt
Commercial Manager.....Robert L. Bowles
News Editor.....Ted Blair
Chief Engineer .....Lester DeCosta

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WMBD

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By.....Peoria Broadcasting Company
Address.....200 Alliance Life Bldg.
Phone Number.....7133
Transmitter Location.....Highway No. 29, halfway between Peoria and Pekin
Time on the Air: 5:30 a.m. to 1:00 a.m.; Sundays, 8 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service.....World Broadcasting System
Representative.....Free & Peters, Inc.

Personnel

President and Manager.....Edgar L. Bill
Sales Manager .....Hugh K. Boice, Jr.
Promotion Manager .....James Kyler
Program Director.....Vernon Nolte
Publicity Director .....James Kyler
Chief Announcer.....Paul Ruhle
War Program Director.....Fred Leo
Artists Bureau.....Vernon Nolte
Musical Director.....Harould Osborne
Chief Engineer.....Ted Giles

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WTAD

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By...Lee Broadcasting, Inc.
Address.....W.C.U. Bldg., 510 Main St.
Phone Number.....6200
Transmitter Location.....Quincy Gardens
Time on the Air.....6 a.m. thru 12:05 a.m.
News Service.....AP; UP
Transcription Service....Lang-Worth, Standard
Representative.....The Katz Agency

Personnel

President .....Lee Loomis
Secretary-Treasurer .....Frank Eighmey
Station Manager.....Walter J. Rothschild
Asst. Manager.....Nancy Halsor
Program Director.....C. Arthur Fifer
Dir. of War Programs.....C. Arthur Fifer
Production Manager.....Dick Faler
Chief Announcer.....Dick Faler
Musical Director.....Jean Fessler
Chief Engineer.....J. E. Gray

WROK

ROCKFORD—EST. 1923

BLUE NETWORK

Frequency: 1440 Kc.....Power: 1000 d. 500 n.
Owned-Operated By....Rockford Broadcasters, Inc.
Address.....News Tower
Phone Number.....Main 5632
Transmitter Location.....Kilburn Ave. Rd.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Rockford Morning Star, Rockford Register Republic
News Service.....UP
Transcription Service .....World
Representative.....Headley-Reed Co.

Personnel

President-Owner.....Albert G. Simms
General Manager.....Walter Koessler
Comm. Manager.....John J. Dixon
Program Director.....Morey Owens
Promotion Director.....Wm. R. Traum
Chief Engineer.....Maurice H. Nelson

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WHBF

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts

ROCKFORD
WROK
ILLINOIS
1000 Watts
•
Blue NETWORK
•
Check with HEADLEY-REED
THE only STATION THAT WILL DO A JOB FOR YOU IN ROCKFORD

Owned-Operated By.....Rock Island Broadcasting Co.
Business Address.....1800 Third Ave.
Phone Number.....917, 918 and 919
Studio Addresses...1800 Third Ave., Fifth Ave. Bldg., Moline
Transmitter Location.....23rd Ave. and 52 St., Moline, Ill.
Time on the Air.....6 a.m. to 1:00 a.m.; Sundays, 8 a.m. to 1:00 a.m.
Newspaper Affiliation..The Rock Island Argus
News Service.....AP, UP, Transradio
Transcription Service.....Standard Radio, Lang-Worth, NBC Thesaurus
Representative...Howard H. Wilson Company

Personnel

President.....John W. Potter
Station Manager.....L. C. Johnson
Sales Manager .....Maurice Corken
Publicity Director .....Francis J. Kennedy
Ass't Program Director.....Forest W. Cooke
Sales Promotion Manager.....Ted Arnold
Chief Engineer.....Robert J. Sinnett
Dir. of War Programs.....Forest W. Cooke
Musical Director.....John Gilbert

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W C B S

SPRINGFIELD—EST. 1922

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Operated By.....WCBS, Inc.
Address.....523 E. Capital
Phone Number.....9855
Transmitter Location.....2200 S. 6th
Time on the Air.....18 hrs. daily
Newspaper Affiliation ....Illinois State Journal
News Service.....AP
Representative.....Sears & Ayer, Inc.

Personnel

President and Chief Engineer .....Harold L. Dewing
Station and Commercial Manager .....Carroll W. Neeld
Program Director .....John C. Geil
Sales Promotion-Publicity Director Carroll W. Neeld
Musical Director.....John Geil
Chief Announcer.....Ken Spengler

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W T A X

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....WTAX, Inc.
Business Address.....204 Reisch Bldg.
Phone Number.....2-4441
Studio Address.....117-119 S. 5th St.
Transmitter Location.....117-119 S. 5th St.
Time on the Air: 6:00 a.m. to 12:05 a.m.; Sundays, 7:00 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Associated Music Publishers
Representative .....Weed & Co.

Personnel

President and Manager.....Jay A. Johnson
Program Director.....Gladys McGrew
Chief Engineer .....Eli Swaringen
Sales Manager.....Jay A. Johnson
Dir. of War Programs.....Jay A. Johnson
Publicity Director.....Bonnie Baker
Chief Announcer.....Randall Furnance
Musical Director.....Betty Cole

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W D Z

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....WDZ Broadcasting Company
Address.....Star Building
Phone Number.....98 and 153
Transmitter Location.....Intersection of U. S. Highways 36 and 45
Time on the Air.....7:00 a.m. to Local Sunset
Transcription Service.....Lang-Worth
Representative.....Howard H. Wilson Co.

Personnel

General Manager.....Walter C. Schafer

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W I L L

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 W.
Owned-Operated By.....University of Illinois
Business Address.....Urbana
Phone Number.....7-2400 and 7-2616
Studio Address .....1010 S. Wright St.
Transmitter Location.....1 mile south on First St. Road, Champaign, Ill.
Time on the Air.....7:00 a.m. to local sunset
News Service.....AP

Personnel

President.....A. C. Willard
Station Manager.....Joseph F. Wright
Program Director.....Frank E. Schooley
Publicity Director.....Art Wildhagen
Musical Director.....Lanson F. Demming
Chief Engineer.....A. James Ebel
Dir. of War Programs.....Frank E. Schooley
Chief Announcer.....Nelson F. Norman

Listeners Eat Our Words...

When you're cooking up Food**advertising plans,* remember . . . *we always have* Something Tasty *to add to your sales recipes — thousands and thousands of richly seasoned regular* Listeners *who eat a good thing when they hear about it on*

WFBM

BASIC C.B.S. 5000 WATTS DAY and NIGHT
INDIANAPOLIS

Represented nationally by **THE KATZ AGENCY**

* *or what have you?*

INDIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WHBU

ANDERSON—EST. 1922

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Anderson Broadcasting Corp.
Business Address.....Citizens Bank Bldg.
Phone Number.....7791
Studio Address.....1110 Meridian St.
Transmitter Location.....1110 Meridian St.
Time on the Air: 6:30 a.m. to midnight; 7:00 a.m. to midnight Sun.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Weed & Company

Personnel

President-General Manager, C. Bruce McConnell
Manager.....John R. Atkinson
Chief Engineer.....L. F. Podhaski

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WTRC

ELKHART—EST. 1931

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Truth Publishing Co., Inc.
Address.....Hotel Elkhart
Phone Number.....948
Transmitter Location....Oakland Avenue and Mishawaka Road
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation....Elkhart Daily Truth
News Service .....UP
Transcription Service...World; Standard Radio
Representative.....Burn-Smith Company, Inc.

Personnel

President.....C. D. Greenleaf
General Manager.....R. R. Baker
Commercial Manager.....Paul Upson
Program-Musical Director.....Margaret Lantz
Chief Announcer.....V. V. Swartz
Chief Engineer.....Lester Zellmer

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WEOA

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Evansville On The Air, Inc.
Address .....519 Vine St.
Phone Number 2-1171
Transmitter Location .....Evansville
Time on the Air.....Full Time
News Service .....UP
Transcription Service .....World Broadcasting System and Standard
Representative ..... Weed & Co.

Personnel

President and General Manager .....Clarence Leich
Commercial and Sales Promotion Manager .....Guy Crecelius
Program and Production Director .....Pat Roper
Publicity Director .....Clarence Leich
Chief Engineer .....Erwin Schoeny

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WGBF

EVANSVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By .....Evansville On The Air, Inc.
Address .....519 Vine St.
Phone Number 2-1171
Transmitter Location .....Evansville
Time on the Air.....Full Time
News Service .....UP
Transcription Service ....World Broadcasting System and Standard
Representative .....Weed & Co.

Personnel

President-General Manager....Clarence Leich
Commercial and Sales Promotion Manager.....Guy Crecelius
Program and Production Director .....Pat Roper
Chief Engineer .....Fay Gehres

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WGL

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned By: Farnsworth Television and Radio Corp.
Business Address.....925 So. Harrison St.
Phone Number.....Eastbrook 3366
Transmitter Location.....925 So. Harrison St.
Time on the Air: 6:30 a.m. to 12:30 a.m.—Sun., 8:00 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative .....NBC Spot Sales

A Clear Channel To A Bigger Market

OWNED AND OPERATED BY THE INDIANAPOLIS NEWS

The advertiser who wants the broadest coverage of the rich Central Indiana Market will unquestionably select radio station WIBC as his medium. The lower frequency of this station, 1070 Kilocycles, on a clear channel, and with 5000 Watts power, covers a wider radius than any other Indianapolis station. Write or wire for information about the intensive merchandising support this station offers to its advertisers.

Represented Nationally by John Blair & Company

WIBC

A Mutual STATION • Indianapolis, Indiana

Personnel

Gen'l Mgr.....Frank V. Webb
Station Manager.....Frank V. Webb
Commercial Manager.....Wm. R. Aldrich
Sales Promotion Mgr.....Wm. R. Aldrich
Program Director.....Wm. R. Aldrich
Director of War Programs.....Paul Roberts
Chief Engineer.....Howard Beck
Asst. Program Director.....Rosemary Stanger

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WOWO

FORT WAYNE—EST. 1925

BLUE NETWORK

Frequency: 1190 Kc.....Power: 10,000 Watts
Owned By...Westinghouse Electric & Mfg. Co.
Operated By.Westinghouse Radio Stations, Inc.
Address.....925 So. Harrison St.
Phone Number.....A-2136
Transmitter Location.....Routes 30 and 33 (Junction)
Time on the Air.....5 a.m. to 1 a.m.
News Service.....UP
Transcription Services....World Broadcasting
Representative.....National Broadcasting Co.

Personnel

Vice-President.....Walter Evans
Station Manager.....Paul E. Mills
Commercial Manager.....H. D. Longsworth
Program Director.....Carl Vandagrift
Publicity Director.....Amy Scharf
Chief Announcer.....J. Howard Ackley
Musical Director .....Guy Fitzsimmons
Chief Engineer .....Bruce Ratts
Director of War Programs.....Tom Carnegie

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WJOB

HAMMOND—EST. 1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By... Adair-Richardson-Adair
Address.....449 State St.
Phone Number.....Hammond 9800
Transmitter Location.....449 State St.
Time on the Air.....7 a.m. to 4:00 a.m.
News Service..... UP
Representative.....Cox & Tanz

Personnel

Station Manager.....O. E. Richardson
Commercial Manager.....Robert C. Adair
Sales Promotion Manager.....R. W. Widdel
Program Director.....L. B. Weller
Chief Announcer and Publicity Dir.....Ed Rees
Musical Director.....J. Gibbs Spring
Chief Engineer .....Stanley Strasburg
Record MC.....Ted Lindgren

WFBM

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Address ..... 48 Monument Circle
Phone Number.....LIncoln 8506
Transmitter Location.....2 miles northeast of Millersville, Indiana
Time on the Air.....6 a.m. to 12:05 a.m.; Sundays, 7:00 a.m. to 12:05 a.m.
News Service.....AP; INS
Transcription Service.....Associated Music Publishers
Representative.....The Katz Agency

Personnel

President .....H. M. Bitner, Sr.
Station Manager.....Frank O. Sharp
Commercial Manager....William F. Kiley, Jr.
Sales Promotion Mgr.....Edward Schneider
Chief Announcer.....Lyell Ludwig
Program Director.....Mrs. Jean Bitner
Publicity Director.....Norman Travis
Musical Director.....Walter H. Reuleaux
Chief Engineer.....Harold Holland
Record MC.....Sam K. Sims

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WIBC

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc....Power: 5000 d.; 1000 n.
Owned By.....Indiana Broadcasting Corp.
Operated By.....The Indianapolis News
Address.....350 N. Meridian St.
Phone Number.....Li 2305
Transmitter Location..59th & Hollingsworth Rd.
Time on the Air.....5 a.m. to 1:00 a.m.
News Service.....AP, UP
Transcription Service..Lang-Worth, Associated
Representative .....John Blair & Co.

Personnel

President.....C. Walter McCarty
Station Manager.....Alex Campbell, Jr.
Program Director.....Stan Corley
Musical Directors, Walter Jackson and Jean Williams
Chief Engineer.....Harry Adams
Chief Announcer ..... Hal Shidler

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WIRE

INDIANAPOLIS—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By ....Indianapolis Broadcasting, Inc.
Address .....Claypool Hotel
Phone Number .... Riley 1541-2-3-4
Transmitter Location.....44th & Ralston Road
Time on the Air.....Full Time

News Service..... AP; UP
Transcription Service....World Broadcasting, Lang-Worth
Representative.....John E. Pearson Co.

Personnel

President & Gen. Mgr.....Eugene C. Pulliam
Commercial Manager.....Rex Schepp
Program Director.....Bill Dean
Musical Director.....Harry Bason
Chief Engineer.....Eugene E. Alden

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WISH

INDIANAPOLIS—EST. 1941
BLUE NETWORK

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Capitol Broadcasting Corporation
Address .....Board of Trade Building
Phone Number.....Market 6345
Transmitter Location....Post Road and Rawls Ave.
Time on the Air.....6 a.m. to 12:30 a.m.
News Service..... AP
Transcription Service.....Standard Radio
Representative .....Free & Peters, Inc.

Personnel

President-Gen. Manager...C. Bruce McConnell
Commercial Manager.....Robert E. Bausman
Program Director.....Felix D. Adams
Musical Director.....Margaret Pryce
Chief Engineer.....Stokes Gresham, Jr.
Sales Promotion Manager...Lyman G. Hunter

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WKMO

KOKOMO—EST. 1941
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Kokomo Broadcasting Co.
Address .....400 North Main St.
Phone Number 5171-5172
Transmitter Location.....Morgan & Ohio Sts.
Time on the Air.....6:00 a.m. to 12:05 a.m.
Transcription Service .....Lang-Worth
Representative.....Howard Wilson Company

Personnel

President.....Dr. R. Spencer Taylor
General and Sales Mgr.....John Carl Jeffrey

WKMO

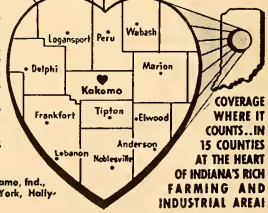
INDIANA'S PUBLIC SERVICE STATION Plus Columbia Broadcasting System Programs

Solidly Entrenched in The Hearts of the folks in The Heart of Indiana

WKMO offers the advertiser one of the most powerful (audience-loyalty-wise) stations in radio. In the heart of Indiana—1400 isn't just another spot on the dial—it is the friendly voice of a loyal public servant, known—and loved—and listened to—by more than half a million Indiana folks. And there's a double plus—the plus of Columbia Broadcasting System attractions and the plus of great signal strength provides strong, clear reception throughout the WKMO area.

All of which adds up to SUPERIOR SALES POWER in this rich market.

Write or call
John Carl Jeffrey, Gen. Mgr., WKMO, Kokomo, Ind., Howard H. Wilson Co., Chicago, New York, Hollywood, San Francisco, Seattle.



COVERAGE WHERE IT COUNTS..IN 15 COUNTIES AT THE HEART OF INDIANA'S RICH FARMING AND INDUSTRIAL AREA!

Program Director.....Ward Charles Glenn
Record MC.....Paul Price
Chief Engineer .....George Palmer
Publicity Director.....J. C. Jeffrey

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WASK

LAFAYETTE—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... WFAM, Inc.
Business Address .....Lafayette
Studio Address.....Wallace Bldg.
Phone Number.....Lafayette 4300
Transmitter Location..... No. River Road, West Lafayette
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP

Personnel

President.....O. E. Richardson
Station and Sales Manager....J. Gibbs Spring
Program Director.....Bayne Spring
Chief Announcer.....William Warren
Chief Engineer .....Harry C. Garba

WLBC

MUNCIE—EST. 1926

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald A. Burton
Business Address.....P. O. Box 271
Phone Number..... 4403
Transmitter Location: Radio Center, U. S. Highway No. 35, So. of Muncie
Time on the Air.....6:30 a.m. to 12:10 a.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative .....Waler Company

Personnel

Owner-Station Manager.....Donald A. Burton
Commercial Manager.....Wm. F. Craig
Production Manager.....Hugh Harling
Musical Director.....June Johnson
Chief Engineer..... Maurice Crain
Director of War Programs.....Don Russell

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WKBV

RICHMOND—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts

AMERICA'S MIDDLETOWN
THE TEST MARKET
103,000 Radio Homes
COLUMBIA NETWORK
WLBC
MUNCIE, IND.
Represented By THE WALKER CO.
Chicago — New York

Owned-Operated By, Central Broadcasting Corp.
Address.....25 S. 9th St.
Phone Number 1156
Transmitter Location .....Richmond
Time on the Air.....Unlimited License
Transcription Service: Lang-Worth; Keystone

Personnel

President.....J. Robert Quigg
General Manager.....G. F. Albright
Comm. Mgr.....R. L. Nusbaum

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WHOT

SOUTH BEND—EST. 1944

BLUE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: South Bend Broadcasting Corp.
Business Address.....St. Joseph & Monroe Sts.
Phone Number 3-4155
Studio Address and Transmitter Location: St. Joseph and Monroe Sts.
Time on Air: 6:30 a.m. to 12 midnight—Sun., 7:30 a.m. to 12 midnight
News Service .....AP
Transcription Service: NBC Thesaurus and Standard
Representative.....Weed and Company

Personnel

President.....C. Bruce McConnell
Station and Sales Manager.....Harry Burdick
Promotion Manager.....Don Harding
Chief Engineer.....Jack Willson

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WSBT

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....South Bend Tribune
Address.....225 W. Colfax Ave.
Phone Number..... 3-6161
Transmitter Location: 5 miles south of South Bend on Ironwood Road
Time on the Air: 6:15 a.m. to midnight; Sundays, 8 a.m. to 11:15 p.m.
Newspaper Affiliation....South Bend Tribune
News Service..... UP
Transcription Service..Lang-Worth; Associated
Representative..... Paul H. Raymer Co.

Personnel

President .....F. A. Miller
Station Manager.....Franklin D. Schurz
Commercial Manager.....R. H. Swintz
Program Director-Chief Announcer .....Marc Boyden
Musical Director.....Harlan Hogan
Chief Engineer.....H. G. Cole

WBOW

TERRE HAUTE—EST. 1925

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Banks of the Wabash, Inc.
Operated By.....Banks of the Wabash, Inc.
Address .....303 South Sixth Street
Phone Number.....Crawford 3394-3395
Transmitter.....First St. and Peyton Ave.
Time on the Air: 17¼ hrs. daily—16½ hrs. Sunday
Newspaper Affiliation.....Saturday Spectator
News Service .....UP-AP
Transcription Service .....Standard Radio
Representative..... Weed & Company

Personnel

President .....Alvin Eades
General Manager.....George M. Jackson
Sales Promotion.....Jill Girrard
Chief Engineer.....Don Aldrich

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WAOV

VINCENNES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ..Vincennes Newspapers, Inc.
Studio Address.....Grand Hotel
Business Address.....320 Busseron St.
Phone Number..... 787-788
Transmitter Location: US 41, north of Vincennes
Time on the Air: 6:00 a.m.-11:00 p.m. daily; 8:00 a.m.-11:00 p.m. Sundays
Newspaper Affiliation .....Vincennes Sun-Commercial
News Service..... UP
Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
Station Promotion Manager....Victor H. Lund
Commercial Manager.....Richard B. Harris
Chief Engineer.....Eugene E. Alden

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WBAA

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Purdue University
Address.....Hall of Music, West Lafayette
Phone Number 92-2128
Transmitter Location.....6 miles south of Lafayette
Time on the Air.....9:30 a.m. to 7:00 p.m.
News Service..... AP
Transcription Service.....Standard Radio

Personnel

Business Manager.....John W. Ditamore
Chief Engineer.....Paul Franklin

IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WOI

AMES—EST. 1921 (9YI)

Frequency: 640 Kc....Power: 5000 Watts Day
Owned By.....Iowa State College
Operated By.....Agricultural Extension and Engineering Extension
Address .....Service Building
Phone Number .....2500; Extension 281
Transmitter Location .....Service Building
Time on the Air..Local sunrise to local sunset
News Service.....AP
Transcription Service .....World

Personnel

President (of Iowa State College): Charles E. Friley
Station Director.....W. I. Griffiths
Program Director and Station Manager.....Richard B. Hull
Production Manager.....Edward Wegener
Publicity Director.....Ione McNay
Chief Announcer.....Richard Vogl
News Editor.....Robert Mulhall
Musical Director .....Edward Wegener
Market Editor.....R. C. Bentley
Chief Engineer .....L. L. Lewis
Farm Editor.....Dale Williams
Woman's Editor.....Mrs. Eleanor Wilkins
Record MC.....Verne Carlsen

(Non-Commercial Station)

•

KFGQ

BOONE—EST. 1927

Frequency: 1260 Kc. .....Power: 250 Watts
Owned-Operated By..Boone Biblical College
Business Address....924 West Second Street
Phone Number 1119-W
Transmitter Location.....924 West Second St.
Time on the Air.....Daytime License

Personnel

Manager..... Lois Crawford
Chief Announcer.....Anne Reiffenstein
Musical Director.....Lydia Smabils
Chief Engineer.....L. L. Lewis

(Non-Commercial Station)

•

KBUR

BURLINGTON—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Burlington Broadcasting Co.
Address.....National Bank Bldg.
Phone Numbers.....680; 681
Transmitter Location.....National Bank Bldg.
Time on the Air.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service .....World
Representative.....William G. Rambeau Co.

Personnel

President-General Manager..G. B. McDermott
Commercial Manager.....G. B. McDermott
Sales Promotion Mgr.....Mary Mangold
Program Publicity Director.....Mary Mangold
Production Manager.....Walter Stone
War Program Director.....Mary Mangold
Chief Announcer.....Dick Mosena
Chief Engineer.....John Gallino
Record MC.....Ray Bennett

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WMT

CEDAR RAPIDS, WATERLOO—EST. 1922

CBS & MBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By: American Broadcasting Stations, Inc.
Addresses: Paramount Bldg., Cedar Rapids; Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 3618 (Waterloo)
Transmitter Location.....Marion, Iowa
Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Services.....AP; UP
Transcription Service..Lang-Worth & Standard
Representative .....The Katz Agency

Personnel

President.....Mrs. Helen S. Mark
Exec. V.-P. and General Manager.....William B. Dolph
Station Manager.W. B. Quarton (Cedar Rapids) V. A. L. Linder (Waterloo)
Commercial Manager.....Donald D. Sullivan
Merchandising Manager.....Leo F. Cole
Program Director.....Douglas B. Grant
Production Manager-Chief Announcer.....Robert C. Leefers
Musical Director.....Maureen Canavan
Chief Engineer.....George P. Hixenbaugh

•

KROS

CLINTON—EST. 1941

MUTUAL—NORTH CENTRAL & TALL CORN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clinton Broadcasting Corp.
Business Address.....Jacobsen Bldg.

Phone Number 448
Studio Address.....Jacobsen Bldg.
Transmitter Location.....Jacobsen Bldg.
Time on the Air.....Unlimited License
News Service..... UP
Transcription Service.....Standard Radio
Representative .....Walker Co.

Personnel

Owner.....W. S. Jacobsen
General and Commercial Mgr..Morgan Sexton
Program Director.....Lucille DeLeers
War Program Director.....Lucille DeLeers
Chief Engineer.....Gilbert Andrew

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WOC

DAVENPORT—EST. 1921

BLUE NETWORK

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Tri-City Broadcasting Company
Address.....1002 Brady Street
Phone Number 3-3661
Transmitter Location.....R.R No. 1
Time on the Air: 18 hours daily; 16 hours (Sunday)
News Service ..... UP
Transcription Service .....World
Representative.....Free & Peters, Inc.

Personnel

President .....Col. B. J. Palmer
General Manager.....J. Buryl Lottridge
Commercial Manager.....L. O. Fitzgibbons
Sales Promotion and Publicity Manager .....Jane Boom
Program Director.....Marshall Dane
Musical Director.....George Sontag
Chief Announcer .....Clark Hayden
Chief Engineer.....Paul Arvidson

•

KWLC

DECORAH—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Luther College
Business Address...600 Leiv Eiriksson Drive
Phone Number..... 690
Studio Address.....C. K. Preus Gymnasium
Transmitter Location..C. K. Preus Gymnasium
Time on the Air ..Operating four hours daily for the duration

Personnel

President (of Luther College)..Dr. O. J. H. Preus
Station Manager and Program Director.....Kenneth L. Berger
Publicity Director.....Ruth Kalnes
Musical Director.....Helen Trilhus
Chief Announcer .....Olive Sharpee
Chief Engineer and Production Manager.....O. M. Eittrim
Director of War Programs.....Mary Margaret Roberts
(Non-Commercial Station)

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KRNT

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

Frequency: 1350 Kc. .....Power: 5000 Watts
Owned-Operated By: Cowles Broadcasting Company
Address.....715 Locust St.
Phone Number..... 3-2111
Transmitter Location.....S. E. 22nd & Park Ave.
Time on the Air: 6:00 a.m. to 12 midnight
Newspaper Affiliation..Des Moines Register and Tribune
News Service .....AP; UP
Transcription Service.....Standard Radio, Lang-Worth
Representative .....The Katz Agency

Personnel

President .....Gardner Cowles, Jr.
Station Manager.....Phil Hoffman
Commercial Manager.....Bob Dillon
Program Director.....Charles Miller
Director of War Programs.....Wayne Crew
Sales Promotion Manager.....Orville Lawson
Publicity Director .....Mary Little
Chief Engineer.....Charles Quentin

•

KSO

DES MOINES—EST. 1921

BLUE NETWORK—MBS—

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Kingsley H. Murphy
Address.....800 Old Colony Bldg.
Phone Number 3-0571
Transmitter Location.....S.E. 22nd & Park Avenue
Time on the Air.....Full Time
Newspaper Affiliation..Des Moines Register and Tribune
News Service.....AP; UP
Transcription Service.....Standard Radio; Lang-Worth
Representative .....Headley-Reed Co.

Personnel

Gen. Mgr.....George J. Higgins
Program Director.....Ed Linehan
Director of War Programs...W. Lyle Flanagan
Sales Promotion Manager.....Ken M. Lufkin
Publicity Director.....Mary Little
Production Manager and Musical Director .....Eddie Truman
Chief Engineer.....F. E. Bartlet
Record MC .....Dan Lawrence

WHO

DES MOINES—EST. 1924

NBC & CORNBELT WIRELESS

Frequency: 1040 Kc.....Power: 50000 Watts
Owned-Operated By..Central Broadcasting Co.
Business Address.....914 Walnut St.
Phone Number.....3-7147
Transmitter Location.....Mitchellville, Iowa
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Services.....INS; UP
Transcription Services.....NBC Thesaurus; Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....B. J. Palmer
V-P & Station Manager.....J. O. Maland
Sales Manager.....E. H. Bondurant
Merchandising Director.....Harold Fulton
Publicity Director.....Woody Woods
Production Mgr.....Jack Kerrigan
Program Director.....Harold Fair
Public Relations Director.....Ralph Evans
Musical Director.....Don Hovey
Technical Director.....Paul A. Loyet

•

KDTH

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 Watts
Owned By.....Telegraph-Herald
Operated By .....K. S. Gordon
Address.....8th and Bluff
Phone Number.....1603
Transmitter Location.....East Dubuque, Ill.
Time on the Air.....Unlimited license
Newspaper Affiliation.....Telegraph-Herald
News Service.....AP
Transcription Services.....Langworth; Standard Radio
Representative.....John Pearson

Personnel

President.....Fred Woodward
Station Manager.....K. S. Gordon
Commercial Manager.....W. J. Binkley
Program Director .....Arnie Stierman
Chief Engineer.....Charles Cain

•

WKBB

DUBUQUE—EST. 1933

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Broadcasting Co.
Address.....Hotel Julien
Phone Number.....572
Transmitter Location...R. R. No.2, Dubuque, Iowa
Time on the Air.....6:30 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service .....UP
Transcription Service.....Associated Music Publishers
Representative .....Burn-Smith Co., Inc.

Personnel

Vice President and Station Manager .....James D. Carpenter
Local Sales Manager....Harry Hatzenbuehler
Program Director and Production Manager .....Jeanne Wiedner
Chief Announcer and Director of War Programs.....L. Vaughn Gayman
Musical Director.....Ethel M. Carpenter
Chief Engineer.....Leonard Carlson

•

KVFD

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Broadcasting Co.
Address.....912 First Ave. South; Warden Bldg.
Phone Number.....Walnut 3761
Transmitter Location.....Fort Dodge RFD
Time on the Air.....6 a.m. to Midnight
News Service.....UP
Representative.....Burn-Smith Co.

Personnel

President-General and Commercial Manager .....Edward Breen
Sales Promotion Mgr....Mrs. Marjorie Rudolph
Program Director.....Drexel Peterson
Production Manager.....Frank Strode
Chief Announcer.....Robert Elston
Chief Engineer.....Dave Sinclair

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WSUI

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..The State University of Iowa
Address .....Iowa City
Phone Number.....2111-237
Transmitter Location.....Two miles west of Iowa City
Time on the Air.....8 a.m. to 10 p.m.
News Service.....AP

Personnel

Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Chief Engineer.....S. J. Ebert

(Non-Commercial Station)

KGLO

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Address.....12 2nd St., N.E.
Phone Number 2800
Transmitter Location.....Highway 18, west of Mason City
Time on the Air.....6 a.m. to 12 p.m.
News Service..... AP; UP
Transcription Service .....Standard Lang-Worth
Representative ..... Weed & Co.

Personnel

Station Manager.....F. C. Eighmey
Commercial Manager.....Herbert Ohrt
Sales Promotion.....Nancy M. Halsor
Program Director.....Merritt Milligan
Publicity Director.....Charles Hilton
Chief Engineer.....Roger Sawyer

KFJB

MARSHALLTOWN—EST. 1923

MUTUAL—TALL CORN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Marshall Electric Company
Address.....1603 West Main Street
Phone Number..... 3361
Transmitter Location: 2 miles northwest of Marshalltown
Time on the Air.....6 a.m. to midnight
News Service ..... UP
Transcription Service .....Langworth

Personnel

President and Station Manager....Earl Peak
Program Director.....O. L. Russell
Musical Director .....Thelma LaValley
Chief Engineer.....Eugene Peak

KBIZ

OTTUMWA—EST. 1941

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address.....117 E. Main St.
Phone Number.....5600
Transmitter Location.....Community Gardens
Time on the Air.....6:00 a.m. to midnight
News Service.....UP
Transcription Service .....World

Personnel

President-Owner.....James J. Conroy
Production Manager.....R. L. Dawson
Sales Manager.....Eleanor M. Haling
Program Director.....Isabel Meier
Publicity Director.....Eleanor M. Haling
Chief Engineer .....Alvin Johnson

KFNF

SHENANDOAH—EST 1924

Frequency: 920 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....KFNF, Inc.
Address.....405 Sycamore St.
Phone Number 1
Transmitter Location .....Shenandoah
Time on the Air: 6 a.m. to 3 p.m. and 6 p.m. to 12 mid., weekdays; 8 a.m.-3:30 p.m. & 6 p.m.-12 mid., Sundays
News Service.....AP
Transcription Service.....Standard Radio

Personnel

President.....Henry Field
Station-Commercial Manager.....T. F. Stubbs
Musical Director.....Perry Douthit
Chief Announcer.....Gleason Kistler
War Program Director.....Shirley Barkman
Chief Engineer.....Earl Blakesley

KMA

SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....May Broadcasting Co.
Address.....N. Elm St.
Phone Number.....192
Transmitter Location.....Route 48
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....Langworth
Representative.....Free & Peters, Inc.

Personnel

President.....Earl E. May
Station & Commercial Mgr.....J. C. Rapp
Sales Promotion.....Owen Sadler
Program Director.....Terry Moss
Production Manager.....Hugh Aspinwall
Publicity Director.....Harriet Lingo
Musical Director.....Mabel McFarland
War Program Director.....Owen Saddler
Chief Engineer.....Ray Schroeder

KSCJ

SIOUX CITY—EST. 1927

BLUE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Address.....415 Douglas Street
Phone Number.....5-7993
Transmitter Location.....Leeds, Iowa
Time on the Air.....6 a.m. to 12 midnight
News Service..... AP
Newspaper Affiliation .....Journal-Tribune
Transcription Service.....C. P. MacGregor
Representative.....Geo. P. Hollingbery Co.

Personnel

President.....William R. Perkins
Station Manager.....Eugene T. Flaherty
Sales Manager.....Eugene T. Flaherty

Program Director .....Eugene T. Flaherty
Director of Education....Elizabeth Sammons
Musical Director.....Miriam Corkhill
Chief Engineer.....Alvin H. Smith

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KTRI

SIOUX CITY—EST. 1938
MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Sioux City Broadcasting Company
Business Address.....Commerce Building
Phone Number.....8-0165
Transmitter Location.....Commerce Building
Time on the Air.....Unlimited License
Newspaper Affiliation.....Sioux City Tribune
News Service.....UP
Transcription Service...Associated Music Publishers
Representative.....Burn-Smith Co.

Personnel

President.....Eugene Kelly
General Manager.....Dietrich Dirks
Commerical Manager.....Ray Jensen
Program Director-Chief Announcer..Al Triggs
Production Manager.....Andrew Bogue
Publicity Director.....Mary Lou Sheer
Musical Director.....Bernie Mahr
Chief Engineer.....Bob Beck

FOR QUALITY
AP!

Promotion
Acceptance
Goin' Places
KXEL
BASIC BLUE
JOSH HIGGINS BROADCASTING CO.
STUDIOS IN WATERLOO AND CEDAR FALLS, IOWA
REPRESENTED BY JOHN BLAIR AND COMPANY
50,000 WATTS
CLEAR CHANNEL

KICD

SPENCER—EST. 1942

MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Iowa Great Lakes Broadcasting Co.
Operated By.....G. H. Sondergaard
Address.....P. O. Box 631, Spencer
Phone Number 45
Transmitter Location.....North of Spencer on Highways 18 and 71
Time on the Air.....6 a.m. to 12 p.m.
News Service .....AP
Transcription Service.....Lang-Worth
National Representative.....Hal Holman

Personnel

President.....L. W. Andrews
Station and Commercial Manager.....G. H. Sondergaard
Program Director.....Mardelle Ludwig
Production and Publicity Director .....Jerry Ashe
Chief Engineer.....Hewitt Grotewohl

KXEL

WATERLOO—EST. 1942

BLUE NETWORK

Frequency: 1540 Kc.....Power: 50000 Watts
Owned-Operated By.....Josh Higgins Broadcasting Co.
Address .....Insurance Bldg.
Phone Number.....3371
Transmitter Location.....Dysart
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Service.....AP
Transcription Service.....Standard
National Representative.....John Blair & Co.

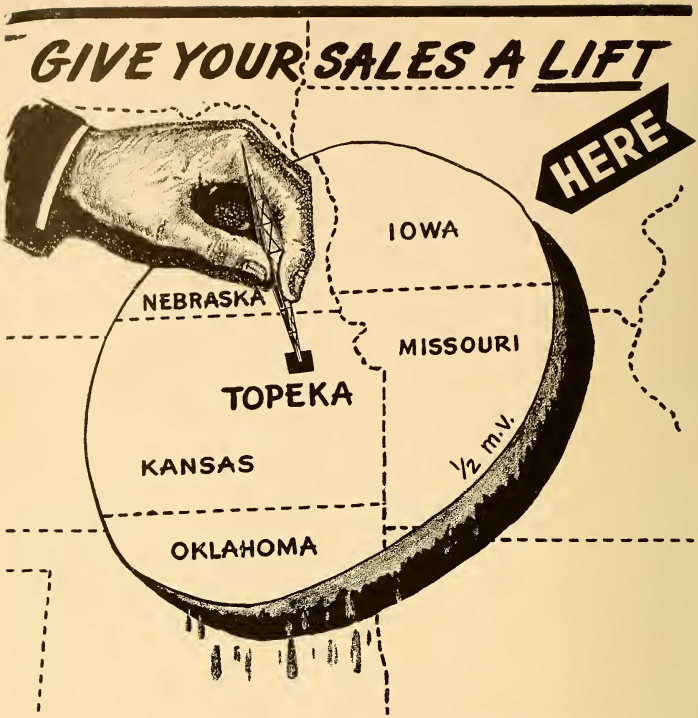
Personnel

President-General Manager.....Joe Du Mond
Commercial Manager.....A. J. Du Mond
Sales Promotion and Publicity Director .....E. M. Gahre
Program Director.....E. M. Owen
Production Manager .....Don Ames
Farm Editor.....Hugh Muncy
News Editor.....George Cremeens
Continuity.....Isabelle Loar
Musical Director .....George Timm
Artists Bureau .....King Beal
Chief Engineer.....Don Kassner
Record MC .....Wayne Dennis

HELP

THE

RED CROSS



For almost 20 years, WIBW has been lifting sales for its advertisers—and *keeping* them lifted. We can do the same for you! Here's why.

WIBW is the "easiest heard" and "most listened to" station in this area. (Personal surveys by Dr. F. L. Whan as reported in "Kansas Radio Audience, 1944").

We have the confidence and good-will of more than five million farm and small town listeners. We have it because our programs and entertainment are deliberately keyed to their *known* preferences . . . our services to the promotion of their interests and welfare.

That's why WIBW advertisers get immediate, wholehearted buying response. It's why we're absolutely certain that we can do the same for you and your product. Let us prove it!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

KANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KVAK

ATCHISON—EST. 1939

MUTUAL

Frequency: 1450 Kc.....Power 250 Watts
Owned By.....S. H. Patterson
Operated By.....S. H. Patterson
Address.....622 Commercial Street
Phone Number..... 1420
Transmitter Location .....Winthrop, Mo.
Time on the Air ....6:00 a.m. to 12 Midnight
News Service.....AP
Transcription Service.....Keystone Broadcasting System
Representative .....Thomas Clarke

Personnel

President-Owner.....S. H. Patterson
Station Manager.....Jerry Akers
Commercial Manager.....David G. Roberts
Program Director.....Joseph Peck
Chief Engineer.....Charles Rayburn

•

KGGF

COFFEYVILLE—EST. 1930

THE BLUE NETWORK

Frequency: 690 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Hugh J. Powell
Address.....8th and Elm
Phone Number.....147
Transmitter Location.....South Coffeyville
Time on Air.....Sundays, 7 a.m.-11 p.m.; Weekdays, 6 a.m. to 11 p.m.
Newspaper Affiliation.....Coffeyville Journal
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Weed & Co.

Personnel

Owner.....Hugh J. Powell
General Manager.....Melvin Drake
Program Director-Chief Announcer, Dick Campbell
Production Manager-Musical Director, Ozzie Osborne
Publicity Director.....Anna Marie McGrath
Chief Engineer.....J. S. Jaminet

•

KGNO

DODGE CITY—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 d., 250 n.
Owned-Operated By.....Dodge City Broadcasting Co.
Address.....Globe Bldg.
Phone Number.....1340
Transmitter Location.....West Park Rd.
Time on the Air.....Unlimited
Newspaper Affiliation.Dodge City Daily Globe
News Service.....AP
Transcription Service .....World
Representative.....Arthur H. Hagg and Associates

Personnel

President.....J. C. Denlous
Manager.....N. C. Peterson
Sales Manager.....Dorothy Stavig
Program Director.....Herschell Holland
Chief Engineer.....Ralph Hickman

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KTSW

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Emporia Broadcasting Co.
Address.....613 Merchant St.
Phone Number.....153, 154
Transmitter Location.....South Emporia
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Services .....World

Personnel

President .....Selleck B. Warren
Station Manager .....J. Nelson Rupard
Program Director .....Miriam Porter
Production Manager.....Duane Tucker
Musical Director.....Rosalee Askew
Chief Engineer .....Harold C. Davis

•

KIUL

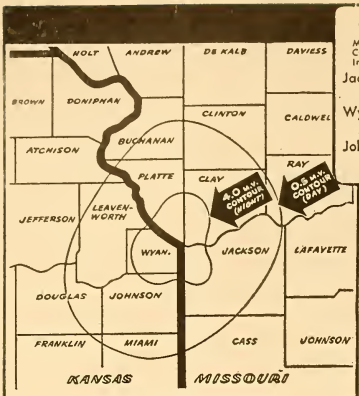
GARDEN CITY—EST. 1935

MUTUAL

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....F. D. Conrad
Business Address.....509 N. Main
Phone Number.....666
Studio Address .....509 N. Main
Transmitter Location .....Northwest of Garden City
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....C. P. McGregor, Keystone Broadcasting System
Representatives.....Cox & Tanz

Personnel

President.....F. D. Conard
Station and Commercial Manager.....Al Pyatt
Program.....Frances Ewing
Chief Engineer.....Robert W. Snyder



KCKN's MARKET COVERAGE

GREATER KANSAS CITY MARKET DATA

METROPOLITAN COUNTIES (and Important Cities)	Est. City Population 12-1-43	EFFECTIVE Buying Income	TOTAL RETAIL SALES	HOMES WITH RADIOS
Jackson (Mo.) . .	494,200	$827,743,000	$371,050,000	133,067
Kansas City .	431,700	700,302,000	352,224,000	112,945
Wyandotte (Ks.)	147,100	201,627,000	73,708,000	36,676
Kansas City .	135,000	180,114,000	68,066,000	31,163
Johnson (Ks.) . .	40,900	25,964,000	12,358,000	8,552

NO GREATER CONCENTRATION OF

Buying Power

UNTIL YOU REACH THE PACIFIC COAST

MARKET DATA SOURCES

Homes with Radios — Bureau of Census. All other data — *Sales Management's* "SURVEY OF BUYING POWER," May 10, 1944. *(Reprinted with Permission)*

★

24 HOURS A DAY

KCKN is the only Kansas City station broadcasting day and night — *all* night.

★

"THIS IS MUTUAL"

At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

★

Except for Los Angeles, San Francisco and Seattle, there's no greater concentration of effective buying income in the entire western half of the United States than is to be found in Greater Kansas City.

And directly upon this nine hundred million dollar market KCKN concentrates ALL of its effort—no attempt whatever being made to program for the thinly-spread farm and small town audience surrounding Greater Kansas City. KCKN is strictly a metropolitan station for metropolitan listeners.

KCKN offers you the all-important MASS MARKET BUYING POWER of Greater Kansas City *without* the rate penalty of out-state coverage.

Contact your nearest Capper office for availabilities.

Music by Day - Mutual at Night

KCKN *Kansas City*

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

KVGB

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KVGB, Inc.
Address .....Cork Bldg.
Phone Number.....1080, 1081
Transmitter Location.....South Great Bend
Time on the Air.....6:30 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson

Personnel

President .....R. C. Russell
Vice-President and General Manager .....Clem Morgan
Sales Promotion.....Herbert W. Clarr
Program Director.....Ray Beals
Chief Engineer.....Leo Legleiter

•

KWBW

HUTCHINSON—EST. 1935

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Wm. Wyse & Stanley Marsh
Operated By...The Nation's Center Broadcasting Co.
Address .....101 East Avenue A
Phone Number 5202
Transmitter Location .....Hutchinson
Time on the Air.....Unlimited Time
News Service.....UP
Transcription Service .....Lang-Worth

Personnel

President and General Manager .....William Wyse
Commercial Manager .....Vernon Minor
Chief Engineer.....Millard Clary

•

KCKN

KANSAS CITY—EST. 1925 (as WLBF) 1936 (as KCKN)

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The KCKN Broadcasting Company
Address.....901 North 8th St.
Phone Number.....Drexel 4300
Transmitter Location.....901 North 8th St.
Time on the Air.....Full Time
Newspaper Affiliation.The Kansas City Kansan
News Service.....UP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....Capper Publications

Personnel

General Manager .....Ben Ludy
Manager .....Ellis Atteberry
Sales Promotion Manager .....Joe Story
Program Director .....Milan Mahale
Publicity Director .....Almeda Boeth
Production Manager .....George Stump
Director of Continuity .....Peggy Osborne
War Program Director.....Ellis Atteberry
Musical Director .....Milan Mahale
Chief Engineer.....Max Williams

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KFKU

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....University of Kansas
Address ..... Lawrence
Phone Number .....K. V. Exchange
Transmitter Location .....Tonganoxie, Kans.
Time on the Air.....Shares time with WREN
News Service .....INS

Personnel

Station Manager .....Harold G. Ingham
Chief Engineer .....R. P. Stringham
(Non-Commercial Station)

•

WREN

LAWRENCE—EST. 1926

BLUE NETWORK

Frequency: 1250 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....WREN Broadcasting Co. Inc.
Address.....WREN Bldg.
Phone Number.....110
Transmitter Location.....Between Lawrence, Kans., & Kansas City, Mo.
Time on the Air.....121 hours per week
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Geo. P. Hollingbery Co.

Personnel

President .....R. C. Jackman
General Manager .....Verl Bratton
Chief Engineer.....Carl Bliesner

•

KSAC

MANHATTAN—EST. 1924

Frequency: 580 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Kansas State College
Address.....College Campus
Transmitter Location.....College Campus
Time on the Air.....Shares time

Personnel

President.....Milton E. Eisenhower
Station Manager.....H. Umberger
Chief Engineer.....R. C. Dennison
(Non-Commercial Station)

KOAM

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 810 Kc....Power: 1000 Watts, Day
Owned-Operated By.....The Pittsburg Broadcasting Company, Inc.
Address.....Commerce Building
Phone Number.....2165
Transmitter Location.....Pittsburg, Kans.
Time on the Air.....Daytime License
News Service.....INS
Transcription Service.....World Broadcasting
Representative.....John E. Pearson Co.

Personnel

President.....E. Victor Baxter
Station Manager.....R. E. Wade
Chief Engineer .....Leo Stafford

•

WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Capper Publications, Inc.
Business Address.....Box 119
Phone 3-2377
Studio Address.....1035 Topeka Blvd.
Transmitter Location....Seven miles west of Topeka
Time on the Air: 5 a.m. to 12:05 a.m. (with 3½ hrs. allowed to KSAC) and Sundays, 6:00 a.m. to 12:05 a.m.
Newspaper Affiliation....Capper Publications, Inc.
News Service.....UP, AP
Transcription Service.....Standard Radio
Representative.....Capper Publications, Inc. & Walter Biddick Co. (West Coast)

Personnel

President.....H. S. Blake
General Manager.....Ben Ludy
Publicity Director.....Charles Hill
Music Director .....Maudie Shreffler
War Program Director.....Kathryn Young
Chief Engineer .....Karlton G. Marquardt

•

KSAL

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....KSAL, Inc.
Address.....201 West Iron
Phone Number 100
Transmitter Location.....West State St.
Time on the Air: 6 a.m. to 12 midnight (125 hours weekly)
Newspaper Affiliation.....Salina Journal
News Service.....AP
Transcription Service .....NBC Thesaurus
Representative.....John E. Pearson Co.

Personnel

President.....R. J. Laubengayer
Station and Commercial Manager.....Ray Y. Jensen
Program Director.....Roland Preusch
Chief Engineer.....N. E. Vance, Jr.

•

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The KANS Broadcasting Co.
Address ..... Hotel Lassen
Phone Number 4-2387
Transmitter Location .....Wichita
Time on the Air.....6:30 a.m. to midnight
Transcription Service .....NBC Thesaurus:
Representative .....Headley-Reed Co. Standard Radio

Personnel

President .....Herb Hollister
General Manager .....Jack Todd
Program Director.....Vic Rugh
Supervising Engineer.....Charles Lucy

•

KFBI

WICHITA—EST. 1923

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1070 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Farmers and Bankers Broadcasting Corporation
Address.....2000 E. First St.
Phone Number.....2-1447
Transmitter Location.....42nd and Broadway
Time on the Air.....19 hours daily
News Service.....INS & UP
Transcription Service .....World
Representative.....George P. Hollingberry Co.

Personnel

President.....H. K. Lindsley
Station Manager.....Robert K. Lindsley
Sales Promotion Manager.....Ralph Varnum
Chief Engineer.....K. W. Pyle
Program Director.....L. L. F. Weatherway
Musical Director.....F. E. Markwell

KFH

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

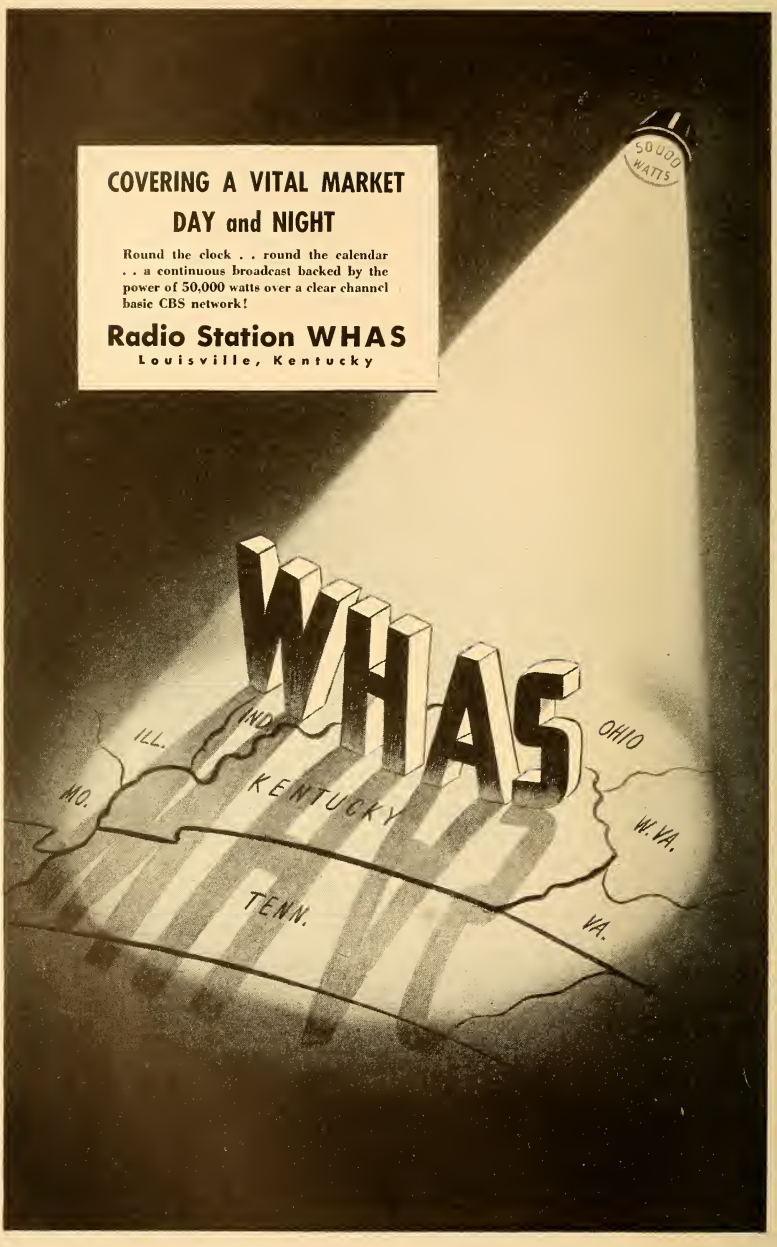
Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....The Radio Station KFH Company, Inc.
Address.....York Rite Building
Phone Number.....2-4491
Transmitter Location.....RFD No. 3, Wichita, Kansas
Time on the Air.....6:00 a.m. to 12 midnight
Newspaper Affiliation.....Wichita Eagle
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....Edward Petry & Company

Personnel

President .....John Rigby
Vice-President-General Mgr....M. M. Murdock
Business Manager.....P. S. Clark
National Sales & Promotion Manager, Clark A. Luther
Chief Announcer .....Dave Wilson
Program Director.....Vernon E. Reed
Production Manager.....John Speer
Musical Director.....Wayne Euchner
Chief Engineer.....Amos C. Dadisman

FOR QUALITY

AP!


COVERING A VITAL MARKET
DAY and NIGHT
Round the clock . . round the calendar . . a continuous broadcast backed by the power of 50,000 watts over a clear channel basic CBS network!
Radio Station WHAS
Louisville, Kentucky
50 000 WATTS
WHAS
ILL.
IND.
OHIO
MO.
KENTUCKY
W. VA.
TENN.
VA.

KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WCMI

ASHLAND—EST. 1935

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Ashland Broadcasting Company
Address.....20th & Front Streets
Phone Number.....3010 (Ashland), 28358 (Huntington).
Studio Address..20th & Front Streets, Ashland, Ky.; Radio Center, Huntington, West Va.
Transmitter Location.....48th and Ohio River, Ashland, Ky.
Time on the Air.....6:30 a.m. to 12 midnight Weekdays; 8 a.m.-12 Midnight, Sundays.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....John E. Pearson Co.

Personnel

President.....Gilmore Nunn
Vice-President.....J. Lindsay Nunn
General Manager.....L. D. Newman
Chief Engineer.....Clarence Weaver

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WLBJ

BOWLING GREEN—EST. 1940

MUTUAL—SOUTHERN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Bowling Green Broadcasting Co., Inc.
Address.....Fairview & Lehman Aves.
Phone Number 1340-1
Transmitter Location.Fairview & Lehman Aves.
Time on the Air....6 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Burn-Smith Co.

Personnel

President & Station Manager.....Ken D. Given
Sales Promotion Manager.....Ken D. Given
Program Director.....Helen Given
Chief Engineer.....James Hight

•

WHLN

HARLAN—EST. 1941

MUTUAL AND KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Blanfox Radio Company, Incorporated
Address.....South Main St.
Phone Number.....625
Time on the Air.....6:30 a.m.-10:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth World Broadcasting System, Keystone
Representative.....Burn-Smith Co.

Personnel

Owner-Station Manager.....R. B. Helms
Commercial Manager.....Stuart O'Dell, Jr.
Chief Engineer.....J. Francke Fox
Record MC.....Bob McKeehan

•

WSON

HENDERSON—EST. 1941

Frequency: 860 Kc.....Power: 500 Watts, Day
Owned-Operated By.....Henderson Broadcasting Co., Inc.
Address.....Zion Road, R No. 3
Phone Number.....3923
Transmitter Location .....Southeast of Henderson
Time on the Air.....Local sunup to local sundown
News Service.....UP & AP
Transcription Service...NBC Thesaurus, Associated Music
Representative .....Sears & Ayer, Inc.

Personnel

President-General Mgr...Pierce E. Lackey, Sr.
Station and Commercial Manager....Hecht S. Lackey
Program Director.....Martha Jane Reed
Production Manager.....B. A. Smith
Chief Engineer.....B. A. Smith

•

WHOP

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Hopkinsville Broadcasting Co., Inc.
Phone Number.....1025, 1026
Business Address.....9th & Main
Transmitter Location.....Cadiz Pike
Time on the Air.....6 a.m. to 11:05 p.m.
News Service.....UP & AP
Transcription Service.....World Broadcasting System, Associated Music Publishers
Representative.....Sears & Ayer

Personnel

President.....Pierce E. Lackey
General and Commercial Manager..F. Ernest Lackey
Chief Engineer.....Charles W. Stratton

•

W L A P

LEXINGTON—EST. 1934

BLUE, MUTUAL, AND SOUTHERN NETWORK
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...American Broadcasting Corp.
Address....Radio Bldg., Walnut and Short Sts.
Phone Number.....1721
Transmitter Location.....Mason-Headley Road
Time on the Air.....5:45 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
Representative.....John E. Pearson Co.

Personnel

President-General Mgr.....Gilmore N. Nunn
Vice-President.....J. Lindsay Nunn
Station Director.....J. E. Willis
Sales Promotion and Program Director..Lowry Kohler
Chief Engineer.....Sanford Helt

•

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY
Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Incorporated
Address.....334 E. Broadway
Phone Number.....Wabash 6543
Transmitter Location.....Hamburg Pike, Jeffersonville, Ind.
Time on the Air.....6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....INS & AP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....Major Geo. W. Norton, Jr.
Station Manager.....Nathan Lord
Chief Engineer.....Wilbur E. Hudson

•

W G R C

LOUISVILLE—EST. 1936

MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Northside Broadcasting Corp.
Business Address: Kentucky Home Life Bldg.; Louisville, Ky.
Phone .....Wabash 8871
Studio Addresses: Kentucky Home Life Bldg., Louisville, Ky., and Elsby Bldg., New Albany, Ind.
Transmitter Location: Preston and Woodbine Streets, Louisville, Ky.
Time on the Air.....6 a.m. to midnight
News Service.....AP & UP
Transcription Service..... Standard Radio; Associated Music Publishers; Lang-Worth
Representative Burn-Smith Co.

Personnel

President and Commercial Mgr..J. Porter Smith
Station Manager.....Charles L. Harris
Sales Promotion.....Harry Hunter
Program Director.....Ward Hatcher
Musical Director.....J. Bertram Harmon
Chief Engineer.....Perry Esten

•

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
Frequency: 840 Kc.....Power: 50000 Watts
Owned-Operated By.....Courier-Journal and Louisville Times Company
Address.....300 West Liberty St.
Phone Number.....Wabash 2211
Transmitter Location...R. R. No. 2, Anchorage, Kentucky
Time on the Air.....24 Hours Daily
Newspaper Affiliation....Courier-Journal and Louisville Times
News Service.....AP, UP
Transcription Service.....Associated Music Publishers, Standard
Representative.....Edward Petry & Company

Personnel

Owner.....Barry Bingham (With U. S. Navy)
Vice-President & General Manager.....Mark Ethridge
General Manager.....W. Lee Coulson
Commercial Manager.....Joe Eaton
Production Manager.....Jean Clos
Musical Director.....Robert Hutsell
Choral Director.....Edward Barret
Assistant Chief Engineer...D. C. Summerford
Chief Engineer.....Orrin W. Towner

(See Page 436)

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W I N N

LOUISVILLE—EST. 1940

BLUE NETWORK
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Kentucky Broadcasting Corp.
Address.....10th Floor Tyler Hotel, 3rd and Jefferson Sts.
Phone Number.....Wabash 5148

Transmitter Location.....On top Tyler Hotel
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....C. P. MacGregor & Standard
Representatives: Peggy Stone, New York; George Roesler, Chicago; Homer Griffith Co., Los Angeles and San Francisco.

Personnel

President and Station Manager.....Mrs. Nelle M. Kendrick
Station Manager.....Harry McTigue
Commercial Manager.....G. F. Bauer
Program Director.....M. K. McCarten
Production Manager.....Dick Brown
Chief Engineer.....Lynn Lemond

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WOMI

OWENSBORO—EST. 1938

MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Owensboro Broadcasting Co.
Address .....Owensboro
Phone Number.....420, 421
Transmitter Location.....Owensboro
Time on the Air.....7 a.m. to 10:35 p.m.
News Service.....AP
Representative.....Burn-Smith Co.

Personnel

President.....Lawrence W. Hager
General Manager.....Hugh O. Potter
Commercial Manager.....Malcolm Greep
Chief Engineer.....Leslie Goodaker

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WPAD

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM
KENTUCKY NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paducah Broadcasting Co.
Business Address.....Taylor Bldg., 4th and Broadway
Phone Number.....4100
Studio Address.....Taylor Bldg.
Transmitter Location.....9th and Terrell
Time on the Air.....6 a.m. to 11:30 p.m.
News Service.....UP & AP
Representative.....Sears & Ayer

Personnel

President & General Mgr.....Pierce E. Lackey
Sales Manager.....Gene Peak
Chief Engineer.....U. C. Morris

WINN

LOUISVILLE

Basic Blue Network

Represented by

BROADCAST SALES CO. . . . . New York and Chicago
HOMER GRIFFITH CO. . . . . Hollywood and San Francisco

GREATER COVERAGE IN A MARKET WHERE

effective buying power

SHOWS A 102% GAIN*

Few markets can boast of so great an increase in the effective buying power of its people as this tri-state area comprising sections of Louisiana, Texas and Arkansas.

This increase in income of $573,000,000 over 1940 is from basic industries industries such as oil, gas, lumber, minerals, livestock and agriculture which have long contributed big incomes to this intensely active market.

Though there has been no increase in population figures since the 1940 census, retail sales show a gain of 58% with food and drug sales up 74.7% and 81.2% respectively.

Yes, today this market is prosperous, but there can be no doubt as to its stability in the postwar period. To get your full share of present and future sales opportunities you need only KWKH for it offers greater coverage than any other single medium.

Based on latest figures as compared with 1940 census.

In its primary area alone, KWKH serves 49 counties with a total population of 1,456,167.

The Shreveport Times Station

JOHN D. EWING
President

FRED OHL
General Manager

KWKH

CBS ★ 50,000 WATTS

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

LOUISIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KALB

ALEXANDRIA—EST. 1935

BLUE NETWORK
LOUISIANA NETWORK

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Alexandria Broadcasting Co., Inc.
Address.....505 Johnston St.
Phone Number.....3335
Transmitter Location.....S.E. of Pineville
Time on the Air..6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 10:05 p.m.
News Service .....INS-AP
Transcription Service.....Standard Radio
Representatives.....Weed & Co.

Personnel

President.....Walter H. Allen
Station and Commercial Mgr...E. R. Cappellini
Program Director.....Dorothy Aden
Chief Announcer.....Ed Rand
Chief Engineer.....Jesse R. Sexton

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WJBO

BATON ROUGE—EST. 1934

BLUE NETWORK

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Baton Rouge Broadcasting Co., Inc.
Address.....444 Florida St.
Phone Number.....5271-2
Transmitter Location.....Roosevelt Road
Time on the Air.....Unlimited license
Newspaper Affiliation.....Baton Rouge State-Times, Baton Rouge Morning Advocate
Transcription Service.....World Broadcasting
Representative..Geo. P. Hollingbery Company

Personnel

President.....Charles P. Manship
Vice-Pres. & Gen. Mgr.....J. R. Dabadie

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KVOL

LAFAYETTE—EST. 1935

AFFILIATION NATIONAL BROAD. CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Evangeline Broadcasting Company, Inc.
Business Address.....519 S. Buchanan
Phone Number.....336, 2062
Studio Address.....519 S. Buchanan
Transmitter Location.....Scott Road
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service .....World

Personnel

President.....Morgan Murphy
Station Manager.....Geo. H. Thomas
Commercial Manager.....B. H. Bailey, Jr.
Program Director-Chief Announcer.Henry Wood
Chief Engineer.....B. H. Bailey, Jr.

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KPLC

LAKE CHARLES—EST. 1935

AFFILIATED WITH
NATIONAL BROADCASTING CO.
& LOUISIANA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Calcasieu Broadcasting Co.
Address.....P. O. Box 1521
Phone Number.....2713, 2714
Transmitter Location.....La Grange St.
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....NBC Thesaurus

Personnel

President.....T. B. Lanford
Station and Commercial Manager.....David Wilson
Program Director..Margaret Campbell Mercer
Chief Engineer.....Earl C. Moses

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KMLB

MONROE—EST. 1930

BLUE NETWORK & LOUISIANA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Liner's Broadcasting Station, Inc.
Address .....Frances Hotel
Phone Number.....4321
Transmitter Location.....Millhaven Rd.
Time on the Air.....Unlimited license
News Service .....UP
Transcription Service.....Standard Radio

Personnel

President.....O. C. Liner
General Manager.....J. C. Liner
Sales Promotion Manager.....J. C. Liner
Program and Publicity Director .....Marjorie Watson
Chief Announcer.....Carley Fox
Chief Engineer.....O. L. Morgan

KNOE

MONROE—EST. 1944

NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....James A. Noe
Business Address.....Bernhardt Bldg.
Phone Number 912
Transmitter Location: 23rd St. Extension from Louisville Ave., Monroe, La.
Time on the Air.....6:00 a.m.-12 mid., daily
Representative.Joseph Hershey McGillvra, Inc.

Personnel

President.....James A. Noe
Vice-Pres.-Gen. Mgr.....James E. Gordon

•

WDSU

NEW ORLEANS—EST. 1923

BLUE NETWORK
LOUISIANA STATE NETWORK

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By: Stephens Broadcasting Co.
Address .....Hotel Monteleone
Phone Number .....Raymond 7135
Transmitter Location.....Whitney Ave.
Time on the Air.....24 Hours Daily
News Service.....UP, AP
Transcription Service .....Lang-Worth
Representative.....John Blair Co.

Personnel

Partner & Sta. Mgr.....Fred Weber
Sales Promotion Manager..Jeanne Spoonmoor
Program Director.....Stanley Holiday
Production Manager.....Fred Hill
Chief Announcer.....Roy Hill
Musical Director.....James Forsyth
Chief Engineer .....Charles Whitney

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WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Charles C. Carlson
Address.....540 Audubon Building
Phone Number.....Magnolia 3488-9
Transmitter Location.....3617 Bruxelle St.
Time on the Air....7:00 a.m. to 12:00 midnight
News Service .....AP
Transcription Service.....C. P. MacGregor
Representative.....Cox & Tanz

Personnel

Gen. Mgr.....P. K. Ewing

•

WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts

The New **WDSU** *offers . . .*

★ 5,000 WATTS, DELIVERING 20,000 WATTS, IN THE POPULATED AREAS OF SOUTH LOUISIANA-MISSISSIPPI

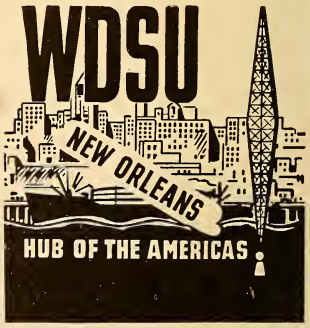
★ ONLY NEW ORLEANS STATION WITH BOTH PA AND UP NEWS SERVICES

★ OCCUPIES A CENTRAL DIALING POSITION

★ IS AFFILIATED WITH THE BLUE NETWORK

★ EMPHASIZES LOCAL PROGRAMMING

★ 24-HOUR SERVICE



Owned By.....James A. Noe
Address.....St. Charles Hotel, 211 St. Charles St.
Phone Number.....Raymond 0423
Transmitter Location.....3915 Euphrosine St.
Time on the Air.....20 hours daily
News Service .....AP
Transcription Service.....Standard Radio
Representative.....Joseph Hershey McGillvra

Personnel

President.....James A. Noe
Sta. & Com. Manager.....James Gordon
Program Director.....Beverly Brown
Chief Engineer.....A. J. Bourgeois

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WSMB

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Address .....Maison Blanche Bldg.
Phone Number .....MA 5921
Transmitter Location .....Algiers, La.
Time on the Air.....7 a.m. to 12 midnight
Transcription Service.....NBC Thesaurus
Representative .....Edward Petry & Co.

Personnel

President .....E. V. Richards
General Manager .....H. Wheelahan

•

WWL

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 50000 Watts
Owned-Operated By.....Loyola University
Address.....Roosevelt Hotel
Phone Number.....Raymond 2194-5-6-7
Transmitter Location.....Kenner, La.
Time on the Air.....5 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio and World
Representative.....The Katz Agency

Personnel

Station Manager.....W. H. Summerville
Commercial Manager.....Larry Baird
Merchandising Manager.....Alice R. Barclay
Program and Production Director .....Dean Long
Director of War Programs.....Stanley Reyes
Agricultural Director.....Gordon Loudon
Chief Engineer.....J. D. Bloom, Jr.

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KRMD

SHREVEPORT—EST. 1928

BLUE NETWORK
LOUISIANA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KRMD, Inc.
Business Address.....P. O. Box 1712
Phone Number.....6171-2
Studio Address.....New Jefferson Hotel
Transmitter Location.....New Jefferson Hotel
Time on the Air.....6 a.m. to midnight
News Service.....INS

Personnel

General & Commercial Manager..G. V. Wilson
Station Director .....Elizabeth Alford
Musical Director.....Elizabeth Alford
Chief Engineer.....J. C. Irby, Jr.

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KTBS

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By: Radio Station KTBS (A Partnership)
Studio Address .....Commercial Bldg.
Transmitter Location.....Hart Island Road
Phone Number 3-3673
Time on the Air.....6:30 a.m. to midnight
News Service.....AP, UP
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative.....Edward Petry & Co.

Personnel

General Manager .....John C. McCormack
Assistant Manager.....B. G. Robertson
Commercial Manager.....Leslie H. Peard, Jr.
Chief Engineer .....C. H. Maddox

•

KWKH

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc.....Power: 50000 Watts
Owned-Operated By.....International Broadcasting Corp.
Studio Address .....Commercial Building
Transmitter Location .....Near Dixie, La.
Phone Number 2-8711
Time on the Air.....5 a.m. to 1.05 a.m.; Sundays, 6 a.m. to 1:05 a.m.
Newspaper Affiliation ..The Shreveport Times
News Service.....AP, UP
Transcription Service .....Standard
Representative .....The Branham Co.

Personnel

President .....John D. Ewing
Station Manager.....Fred Ohl
Commercial Manager .....J. A. Oswald
Sales Promotion.....James T. Briggs
Program Director.....Howard Langfitt
Chief Engineer .....W. E. Antony

(See Page 440)

MAINE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WRDO

AUGUSTA—EST. 1932
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRDO, Inc.
Address.....175 Water St.
Phone Number.....2285
Transmitter Location.....Chelsea, Me.
Time on the Air.....7:00 a.m. to 1
News Service.....UP
Transcription Service.....Associated Music Publishers
Representatives.....Weed & Company
Bertha Bannan

Personnel

President.....Adeline B. Rines
Station Manager.....Quenton Crandall
Commercial Manager.....Walter Weighman
Program Director.....Dan Kelly
Chief Engineer.....Harold T. Dinsmore

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WABI

BANGOR—EST. 1921
COLUMBIA BROADCASTING SYSTEM
NEW ENGLAND NETWORK

Frequency: 910 Kc ... 1000 Watts. C.P. 5000 Watts
Owned-Operated By.....Community Broadcasting Service, Inc.
Address.....57 State St.
Phone Number.....6447-6446
Transmitter Location...Wilson St., Brewer, Me.
Time on the Air.....7 a.m. to 12 midnight
Transcription Service.....Associated Library
Representative.....R. C. Foster, Boston

Personnel

President and Station Manager..F. B. Simpson
Commercial Manager .....Guy Corey
Program Director .....Harold Dorr
Chief Engineer .....Walter Dickson

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WLBZ

BANGOR—EST. 1926
NATIONAL BROADCASTING CO.
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By..Maine Broadcasting Co.
Address.....100 Main St.
Phone Number.....6023
Transmitter Location .....Bangor
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus
Representative.....Weed & Co.

Personnel

President.....William H. Rines
Station Manager.....Edward E. Guernsey
Program Director.....Norman Lambert
Chief Announcer.....Irving Hunter
Chief Engineer.....John Wibby

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WCOU

LEWISTON—EST. 1938
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Twin City Broadcasting Co., Inc.
Address.....223 Lisbon St.
Phone Number.....3140-3141
Transmitter Location.....East Ave.
Time on the Air.....18 hours per day
News Service..... UP

Covering
Maine's Richest Industrial Area

WCOU

Mutual's Voice in Maine Serves

LEWISTON—AUBURN PORTLAND

The No. 1 and No. 2 Maine Markets

Primary Coverage—293,937
Radio Homes—66,230

AT LOWEST COST PER LISTENER

•

Represented Nationally by
Forjoe & Company
New York • Chicago • Philadelphia

Transcription Service.....Standard
Representative.....Forjoe & Co.

Personnel

President .....Faust Couture
Station and Commercial
Manager.....Oscar J. Normand
Program Director .....Harold Dyer
Publicity Director and
Chief Announcer .....Lavern Colton
Musical Director.....Marion Payne Louisfell
Chief Engineer.....John T. Duty

•

WCSH

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL AND YANKEE

Frequency: 970 Kc. .....Power: 5000 Watts
Owned-Operated By.....Congress Square Hotel Co.
Business Address.....157 High St.
Phone Number.....Portland 3-9667
Studio Address.....Eastland Hotel, 157 High St., Portland, Me.
Transmitter Location.....Scarboro, Me.
Time on the Air: 6:15 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
Representative..Weed & Co. & Bertha Bannan

Personnel

President .....Adeline B. Rines
Station Manager.....William H. Rines
Commercial Manager.....Albert W. Smith
Program Director.....Arthur Owens
Publicity Director.....Linwood T. Pitman
Musical Director.....Norman Ayres
Chief Engineer.....C. Fred Crandon

•

WGAN

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Portland Broadcasting System, Inc.
Address .....Columbia Hotel
Phone Number.....2-7489
Transmitter Location .....Portland
Time on the Air.....6:30 a.m. to 12:00 mid.; Sundays, 8:00 a.m. to 12:00 mid.
Newspaper Affiliation ...Gannett Publishing Co.
Transcription Service.....Standard Radio
Representative .....Paul H. Raymer Co.

Personnel

President.....Guy P. Gannett
General Manager .....Creighton E. Gatchell
Commercial Manager.....Arthur K. Atherton
Program Manager .....Richard E. Bates
Chief Announcer....Samuel G. Henderson, Jr.
Chief Engineer.....Roger W. Hodgkins

•

WAGM

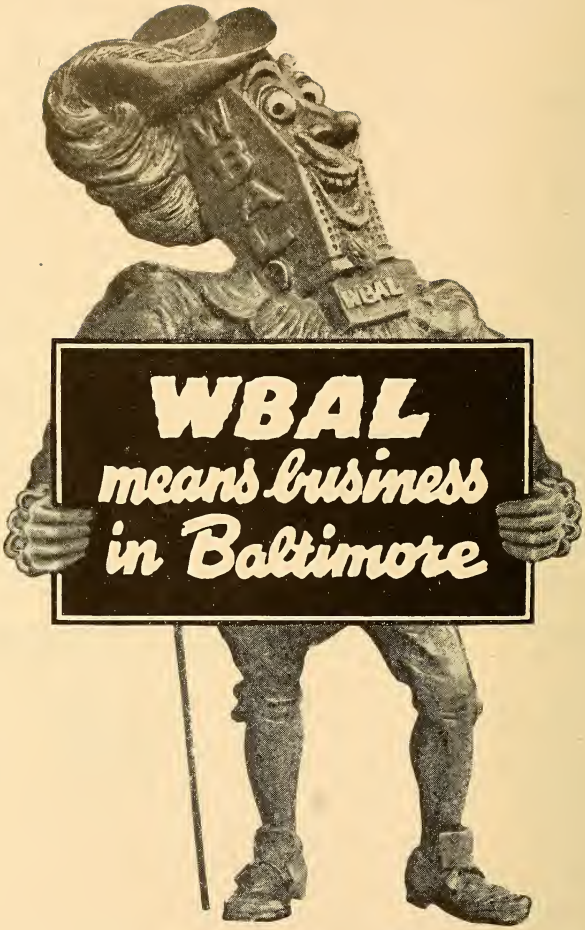
PRESQUE ISLE—EST. 1930

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Aroostook Broadcasting Corporation
Address.....Northern National Bank Bldg.
Phone Number.....8821
Transmitter Location...Northern National Bank Bldg.
News Service .....UP
Transcription Service.....World, R. C. Foster, Cox & Tanz

Personnel

President .....Hugh McQuire
Station and Commercial
Manager.....Harold D. Glidden
Chief Announcer.....Carl Pacifici
Chief Engineer.....Lester E. Hughes

FOR QUALITY
AP !



ON THE BASIC NBC NETWORK

Nationally represented by Edward Petry & Co., Inc.

MARYLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WBAL

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....Lexington Bldg.
Phone Number.....Lexington 4900
Transmitter Location.....Reistertown, Md.
Time on the Air.....6 a.m.-1:30 a.m.
News Service.....INS; UP & AP
Transcription Service.....Standard Radio; World Broadcasting System
Representative.....Edward Petry & Co.

Personnel

Station Manager.....Harold C. Burke
Program Director.....James M. Kennedy
Musical Director.....Joseph C. Miller
Chief Engineer.....Gerald W. Cooke

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WCAO

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....The Monumental Radio Company
Address.....811 West Lanvale St.
Phone Number.....Madison 7220-1-2-3-4
Transmitter Location....Park Heights Avenue, Extended
Time o nthe Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service.....INS
Transcription Service.....Lang-Worth,
Representative.....Paul H. Raymer Company

Personnel

President.....Lewis M. Milbourne
Vice-President-General Manager .....L. Waters Milbourne
Program Directors.....Gordon A. Scheihing, George L. Filling
Musical Director.....Robert P. Iula
Chief Engineer.....Martin L. Jones

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WCBM

BALTIMORE—EST. 1924

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Baltimore Broadcasting Corporation
Address.....North at Harford
Phone Number . University 8400
Transmitter Location.....1100 East Cold Spring Lane
Time on Air.....6:30 a.m.-1 a.m.
News Service .....INS, UP
Transcription Service: Lang-Worth & MacGregor
Representative.....Free & Peters, Inc.

Personnel

President and Commercial Manager .....John Elmer
Station Manager.....George H. Roeder
Sales Promotion.....P. E. Wolfe
Publicity Director.....Newell A. Warner
Program and Production Manager.....Charles A. Roeder
Musical Director.....Jack B. Rohr
Chief Engineer.....A. E. Eckels

(See Page 448)

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WFBR

BALTIMORE—EST. 1922

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Baltimore Radio Show, Inc.
Business Address.....10 East North Ave.
Phone Number.....Mulberry 1300
Studio Address.....Radio Center
Transmitter Location.....Waterview Ave.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP, INS
Transcription Service.....Associated Music Publishers, C. P. MacGregor, World
Representative.....John Blair & Co.

Personnel

President.....Robert S. Maslin, Sr.
Executive Vice-President...Hope H. Barroll, Jr.
Director of National Sales.....Andrew H. Hilgartner
Local Sales Manager.....William S. Pire, Jr.
Sales Promotion Manager..William R. Dothard
Program Director.....Bert Hanauer
Production Manager.....Henry Hickman
Publicity Director.....Robert S. Maslin, Jr.
Musical Director.....Jos. Imbrogulio
Chief Engineer.....William Q. Ranft

Fish Make Poor Customers!

History tells us Demosthenes practised while walking back and forth along the sands, making his speech to the ocean.

But he delivered his famous orations before tremendous crowds. Thus, he gave some of the masterpieces of oratory to posterity.

The story of Demosthenes is the story of radio. No matter how excellent your program, unless the public is tuned-in . . . *you're broadcasting to the ocean.*

Baltimore's Listening Habit

WCBM

Your sales mesage broadcast over WCBM reaches the Baltimore market, for listening to WCBM is a habit in Baltimore.

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

WITH

BALTIMORE—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Maryland Broadcasting Co.
Operated By.....Thomas G. Tinsley, 2nd
Address.....7 E. Lexington St.
Phone Number.....Lexington 7808-9-10-11
Transmitter Location.....1230 Curtain St.
Time on the Air.....24 hours a day
News Service.....AP
Transcription Service.....Lang-Worth; Standard Radio & Associated
Representative.....Headley-Reed Company

Personnel

President-Station Mgr..Thomas G. Tinsley, 2nd
Assistant Station Manager.....Helen Powers
Commercial Manager.....R. C. Embry
Program Director-Chief Announcer Raymond W. Baker
Production Manager.....James T. Mahoney
Musical Director.....James T. Mahoney
Chief Engineer.....James Duff

(See Page 450)

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WTBO

CUMBERLAND—EST. 1929

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Operated By: Associated Broadcasting Corporation
Address.....31 Frederick St.
Phone Number.....Cumberland 298 and 299
Transmitter Location.....Fort Hill, Cumberland
Time on the Air: 7:00 a.m. to 12 midnight; Sundays, 8:00 a.m. to 12 midnight
News Service .....UP
Transcription Service.....World Broadcasting System
Representative.....Spot Sales, Inc.

Personnel

President-General Manager..Aurelia S. Becker
News Editor .....Nelson Spencer
Office Manager .....Angela Ryland

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WFMD

FREDERICK—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Monocacy Broadcasting Company
Business Address.....Winchester Hall
Phone Number.....Frederick 1626, 1627
Studio Addresses.....Winchester Hall, Gobrecht Bldg., Hanover, Pa.; 32 W. Main St., Westminster, Md, and Leesburg, Va.
Transmitter Location.....Frederick, Md.

Approved

THE

WTBO-NBC

AFFILIATION

APPROVAL CONFIRMED

by

SPONSORS

NEW ACCOUNTS and RENEWALS

LISTENERS

HIGH HOOPER RATINGS

WTBO

Cumberland

MARYLAND

IN BALTIMORE

You'll be glad to know that W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent, than any of the other 4 stations in town.

WITH

TOM TINSLEY, *President*

Represented Nationally by HEADLEY-REED

Time on the Air.....6:30 a.m. to 12:05 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
News Service.....Transradio & AP
Transcription Service.....World Broadcasting System & Lang-Worth
Representative.....Howard H. Wilson Co.

Personnel

President.....Major Laurence Leonard
Chief Announcer.....Ed McCurdy
Commercial Manager.....Wm. E. Hardy
Program Director...Eve Chamberlain Leonard
Chief Engineer.....Julius Thiel

•

WJEJ

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
MARYLAND ALL-HOME NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hagerstown Broadcasting Co.
Address.....Franklin Court
Phone Number.....2323
Transmitter Location.....Carrol Heights
Time on the Air.....7:00 a.m. to 2:00 a.m.
Transcription Service .....Associated
News Service .....AP

Personnel

Gen. Manager.....Grover C. Crilley
National Sales Manager.....H. A. Seville
Commercial Manager.....Clarence Myers
Program Director.....Amos Harper
Director of War Programs.....Bernice Crilly
Chief Engineer.....George W. McIntire

•

WBOC

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM
ATLANTIC COAST NETWORK-MARYLAND COVERAGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Peninsula Broadcasting Co.
Address.....Radio Park
Phone Number.....Salisbury 2480-2481
Transmitter Location..1 mile north of Salisbury
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays, 8:25 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World Broadcasting System

Personnel

General Manager.....Charles J. Truitt
Assistant Program Director.....Jane Allen
Chief Announcer.....Lonnie Starr
Musical Director.....Russell Yohe
Chief Engineer.....Peter A. Alfonsi

FOR QUALITY
AP !

NEW TO THE BLUE JUNE 15, 1945

WCOP Boston

A COWLES STATION

Represented Nationally by the KATZ AGENCY

MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WBZ & WBZA

BOSTON & SPRINGFIELD
EST. 1921

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc.....Power: 50000 (WBZ), 1000 (WBZA)
Owned and Operated By.....Westinghouse Radio Stations, Inc.
Addresses.....Hotel Bradford, Boston; Hotel Kimball, Springfield
Phone Number.....Hancock 4261 (WBZ), Springfield 6-8336 (WBZA)
Transmitter Locations.....Hull, Mass. (WBZ), Springfield, Mass. (WBZA)
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....Standard Radio and NBC Thesaurus
Representative.....National Broadcasting Co. (National); Weed & Co. (Regional)

Personnel

President.....Geo. H. Bucher
Station Manager.....C. S. Young
Program Manager.....W. Gordon Swan
Production Manager.....John H. Wright
Sales Manager.....C. Herbert Massé
Sales Promotion Manager....George W. Slade
Chief Engineer.....W. H. Hauser (WBZ)
Chief Engineer.....H. E. Randol (WBZA)

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WCOP

BOSTON—EST. 1935

BLUE NETWORK

Frequency: 1150 Kc.....Power 500 Watts
Owned By..Massachusetts Broadcasting Corp.
Operated By.....Massachusetts Broadcasting Corp.
Address.....Copley-Plaza Hotel
Phone Number.....COMmonwealth 1717
Transmitter Location.....Allston, Mass.
Time on the Air.....6 a.m. to Midnight
Newspaper Affiliation....Des Moines Register and Tribune, Minneapolis Star
News Service.....INS, AP, UP & Lang-Worth
Transcription Service.....Standard Radio

Personnel

President.....Gardner Cowles, Jr.
Station Manager.....A. N. Armstrong, Jr.
Sales Manager.....Paul Belaire
Sales Promotion Manager...Harry D. Goodwin
Program Director.....John D. Maloy
Production Manager.....John D. Maloy
Chief Engineer.....Roland C. Hale

•

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM
CBS NEW ENGLAND NETWORK

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By...Columbia Broadcasting System
Business Address.....182 Tremont St.
Phone Number.....HUBbard 2323
Studio Address.....182 Tremont St.
Transmitter Location.....Mystic Valley Parkway, Medford, Mass.
Time on the Air: 5:30 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service.....AP, UP
Transcription Service.....World Broadcasting
Representative.....Radio Sales

Personnel

Station Manager.....H. E. Fellows
Assistant Manager and Director of Programs and Sales.....Kingsley Horton
Sales Promotion Manager.Guy H. Cunningham
Production Manager.....R. G. Girardin
Chief Announcer.....C. H. Dickerman
Musical Director.....Francis E. Bellizia
Chief Engineer.....W. J. Stiles

•

WHDH

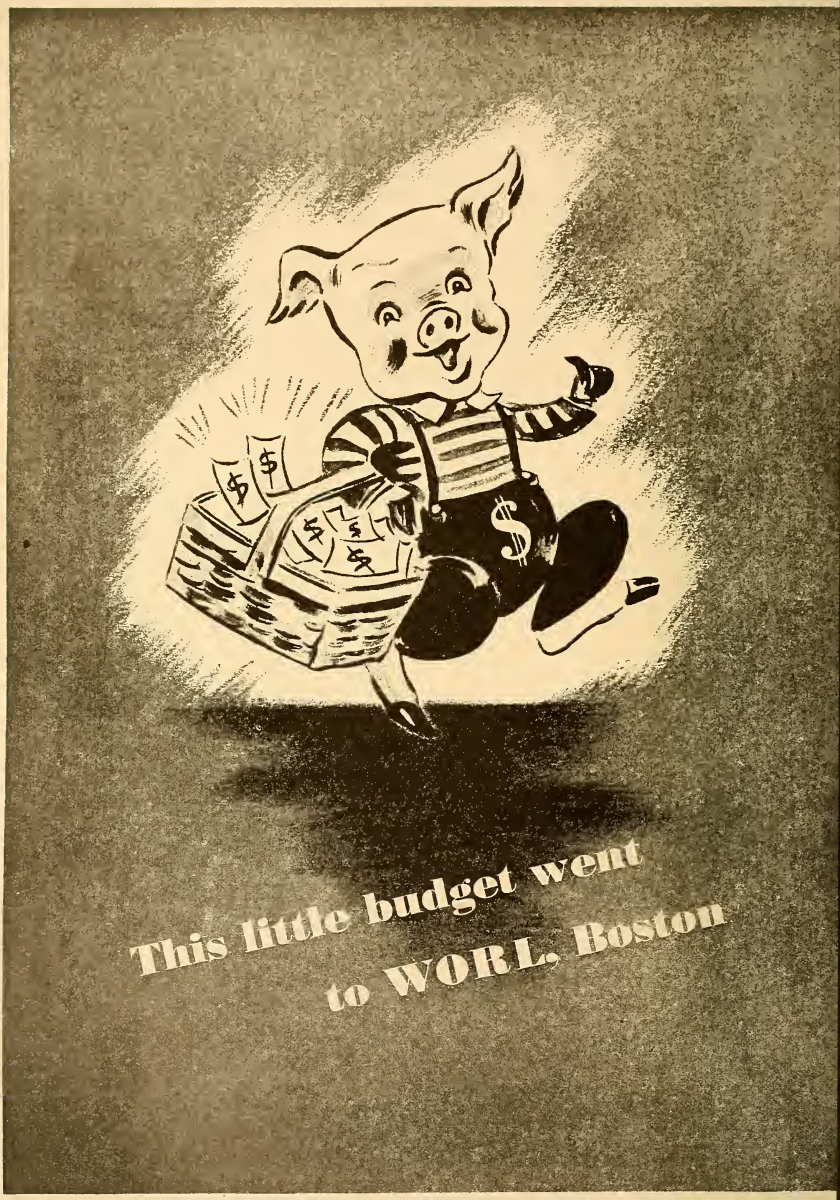
BOSTON—EST. 1929

BLUE NETWORK

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Matheson Radio Co.,
Address.....Hotel Touraine, 62 Boylston St.
Phone Number.....Hancock 0900
Transmitter Location.....Saugus, Mass.
Time on the Air.....6:30 a.m. to 12:30 a.m.; Sunday, 7 a.m. to 12:30 a.m.
News Service.....UP and AP
Transcription Service.....World Broadcasting System, Associated Recorded Program Service, NBC Thesaurus
Representative.....Spot Sales, Inc.

Personnel

President.....A. E. Matheson
Station Manager.....Ralph G. Matheson
Sales Manager.....R. G. Matheson
Sales Promotion Manager.....J. P. Higgins
Musical Director.....E. M. Knabe
Program Director.....Russell Offhaus
Chief Engineer.....R. G. Matheson


This little budget went
to WORL, Boston

WMEX

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Operated By .....Northern Corp.
Address: WMEX Bldg., 70 Brookline Ave.
Phone Number.....Commonwealth 3900
Transmitter Location.....Quincy, Mass.
Time on the Air.....7:30 a.m. to 12 midnight; Sundays, 9:00 a.m. to 12 midnight
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra, Inc.

Personnel

President-Program Director....John E. Reilly
Sales Mgr., Prom. Dir.....Wm. S. Pote

•

WNAC

BOSTON—EST. 1922

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK KEY STATION

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By: The Yankee Network, Inc., 21 Brookline Ave.
Phone Number .....COMmonwealth 0800
Transmitter Location: Montclair, Quincy, Mass.
Time on the Air.....6 a.m. to 2 a.m.
News Service.....AP & INS
Transcription Service.....and Standard
Representative.....Edward Petry & Co., Inc.

Personnel

President.....William F. O'Neil
Chairman of the Board and General Manager.....John Shepard, 3rd
Executive Vice-President and Station Manager .....Linus Travers
Promotion Director.....James S. Powers
Publicity Director.....Phyllis Doherty
Program Director.....Eleanor Geer
War Program Director.....George Steffy
Production Director.....George Steffy
Musical Director.....Bobby Norris
Chief Engineer .....Irving B. Robinson

•

WORL

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By: Broadcasting Service Organization, Inc.
Address.....216 Tremont St.
Transmitter Location .....Needham, Mass.
Time on the Air.....6:30 a.m. to Sunset
News Service.....AP and UP

Personnel

General Manager.....George Lasker
Publicity Director.....H. Lucy
Program Director.....Robert N. Perry
Chief Engineer .....John Parker

•

WOCB

WEST YARMOUTH*—EST. 1944

Frequency: 1240 Kc.....Power: 250 W.
Owned-Operated By...E. Anthony & Sons, Inc.
Business Address.....South Sea Ave., West Yarmouth, Mass.
Phone Number 501
Transmitter Location.....South Sea Ave., West Yarmouth, Mass.
Time on the Air: Sunday, 8:30 a.m. to 11:30 p.m.; Weekdays, 7:30 a.m. to 11:30 p.m.
Representatives.....Wm. G. Rambeau Co. and Bertha Bannon

Personnel

Manager.....Hugh R. Norman
Program Director.....Don Sellers

* Cape Cod.

•

WSAR

FALL RIVER—EST. 1921

MUTUAL — YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By: Doughty & Welch Electric Co.
Address .....Academy Bldg.
Phone Numbers: 7-9477-8 (studio); 2,4261 (Transmitter)
Transmitter Location.....So. Somerset
Time on the Air.....7:30 a.m. to 12 midnight
News Service .....INS
Newspaper Affiliation..Fall River Herald News
Transcription Service.....Standard Radio
Representative.....Headley Reed Co.

Personnel

President.....C. E. Sevigny
Station Manager.....F. M. Headley
Asst. Station Manager..Philomena J. Mauretti
Program Director.....Josephine Y. Welch
Commercial Manager.....Leonard C. Cox
Chief Engineer .....John C. Pavao

•

WEIM

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WEIM, Inc.
Address .....717 Main Street
Phone Number.....Fitchburg 1600
Transmitter Location..Lunenberg-Fitchburg line
Time on the Air.....Unlimited
New Service.....AP

Transcription Service .....Standard
National Representative.....The Walker Co.

Personnel

Operating Partner.....Milton H. Meyers
Station Manager and
Program Director.....Earle G. Clement
Commercial Manager and
Publicity Director....Mortimer Silverman, Jr.
Chief Announcer.....Robert Reynolds
War Program Director.....Dorothy McKittrick
Chief Engineer .....Theodore Kalin
Record MC .....Eddie Johnson

•

WHAI

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Address .....354 Main St.
Phone Number..... 4301
Transmitter Location..... Woodard Rd.
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service.....World Broadcasting System
Representative.....Burn-Smith Co.

Personnel

Owner.....John W. Haigis
Station Manager.....Horace W. Nichols
Commercial-Sales Promotion
Manager .....Horace W. Nichols
Publicity Director.....Horace W. Nichols
Program Director.....Ross Miller, Jr.
Chief Announcer and
Musical Director.....Ross Miller, Jr.
Chief Engineer.....Leland F. Wheeler

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WHYN

HOLYOKE—EST. 1941

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ...Hampden-Hampshire Corporation
Business Address.....180 High Street
Phone Numbers.....8238, 8239
Studio Addresses: 180 High Street; 80 Main Street, Northampton; Canal Street, South Hadley Falls
Transmitter Location...Canal St., South Hadley Falls, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....Holyoke-Transcript Telegram; Daily Hampshire Gazette (Northampton)
News Service..... UP
Transcription Service .....Standard
Representatives.....Bertha Bannon

Personnel

President .....Mrs. William R. Dwight
Station and
Commercial Manager...Patrick J. Montague
Program Director.....Thomas R. Humphrey
Chief Announcer .....Ward Gardner
Chief Engineer.....Thomas Humphrey

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WLAW

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Hildreth & Rogers Company
Address.....278 Essex Street
Phone Numbers..Lawrence 4107, 4108 & 4109
Transmitter Location.....River Road, West Andover, Mass.
Time on the Air: 6 a.m. to 1 a.m. (19 hours); Sunday, 8 a.m. to 1 a.m.
News Service..... UP
Transcription Service..Standard Radio & World
Representative.....The Katz Agency, Inc., National New England Radio Adv. (Regional)

Personnel

President.....Irving E. Rogers
Station Manager.....George H. Jaspert
Commercial Manager.....David M. Kimel
Program Director.....Joseph P. Oakes
Production Manager.....Fred P. Laffey
Chief Announcer.....Fred P. Laffey
Chief Engineer.....George A. Hinckley

•

WLLH

LOWELL-LAWRENCE—EST. 1934

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: Lowell, 250 Watts; Lawrence, 100 Watts
Owned-Operated By ..Merrimac Broadcasting Co., Inc.
Business Address 39 Kearney Square, Lowell
Phone Numbers.....Lowell 8715; Lawrence 2-2148
Studio Addresses:.....Rex Center, Lowell; Cregg Building, Lawrence
Transmitter Location: 39 Kearney Square, Lowell; Cregg Building, Lawrence
Time on the Air: 6:25 a.m. to 12 midnight;
News Service .....AP
Transcription Service: Associated Music Publishers
Representative.....Edward Petry & Co., Inc.

Personnel

President .....A. S. Moffat
Station Manager.....Robert F. Donahue
Commercial Manager.....Haskell Bloomberg
Chief Engineer.....Ralph Newton

WESX

SALEM—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: North Shore Broadcasting Company
Business Address.....126 Washington St., Salem, Mass.
Phone Number.....Salem 5670
Transmitter Location .....Marblehead
Time on the Air...7 a.m. to 11 p.m. weekdays; 8:00 a.m.-11:00 p.m. Sundays
Transcription Service.....World Broadcasting System; Associated Music Publishers; NBC Thesaurus; Keystone
Representative...New England Radio Adv. Co.

Personnel

President .....Charles W. Phelan
General Manager.....A. V. Morgan

•

WNBH

NEW BEDFORD—EST. 1921

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: E. Anthony & Sons,
Business Address.....588 Pleasant
Phone Number..... 8-5228
Studio Address.....588 Pleasant Street
Transmitter Location.....Crow Island, Fairhaven, Mass.
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays, 8:30 a.m. to 11:30 p.m.
Newspaper Affiliation....New Bedford Stand-
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....William G. Rambeau, R. C. Foster, Boston

Personnel

President .....Basil Brewer
Station Manager.....Hugh R. Norman
Sales Promotion Manager.....Theo. M. Healy
Program Director.....Evelyn Mello
Chief Announcer .....Bill Pendergrast
Director War Programs.....Earle D. Wilson
Chief Engineer.....Everett Parker

5000 WATTS

680 KC.

Serving
New England's
3rd Largest Concentrated Audience

WLAW

LAWRENCE, MASS.

The Voice
of
Northern New England

CLEAR CHANNEL

SEND FOR COVERAGE MAP

WBRK

PITTSFIELD—EST. 1938

MUTUAL — YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Monroe B. England
Address .....8 Bank Row
Phone Number.....2-1553
Transmitter Location.....1100 East St.
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service .....Standard
Representative.....The Walker Co.

Personnel

President-Station Manager..Monroe B. England
Station Manager.....John Parsons
Program Director .....William Geary
Sales Promotion Manager.....William Geary
Chief Engineer.....Leonard Lavendol

•

WMAS

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Address ..... Hotel Charles
Phone Number..... 7-1414
Transmitter Location..... Pynchon Park
Time on the Air.....7 a.m. to midnight
News Service .....INS
Transcription Service.....Associated Music
Representative.....Edward Petry & Co.

Personnel

President .....A. S. Moffat
General Manager.....Warren M. Greenwood
Production Manager.....Ben C. Sweet
Chief Announcer.....Harry Robator
Chief Engineer.....Earle G. Hewinson

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WSPR

SPRINGFIELD—EST. 1936

BLUE NETWORK

Frequency: 1270 Kc..Power: 1000 Watts, Day; 500 Night
Owned-Operated By.....WSPR, Inc.
Address .....63 Chestnut Street
Phone Number.....Springfield 6-2757
Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....AP
Transcription Service..... Langworth
Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

Personnel

President-Station Manager..Quincy A. Brackett
Vice-President-Commercial Manager
Milton W. Stoughton
Program-Production Director,
Wayne Henry Latham
Publicity Director.....Howard S. Keefe
Chief Announcer.....Robert L. Jones
Chief Engineer.....Lawrence A. Reilly

•

WAAB

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By....The Yankee Network, Inc.
Address.....34 Mechanic St.
Phone Number 6-1411
Transmitter Location.....Holden, Massachusetts
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .....AP & INS
Transcription Service.....Associated Music Publishers and Standard
Representative.....Edward Petry & Co., Inc.

Personnel

President.....William F. O'Neil
Exec. Vice-President.....Linus Travers
Chairman of the Board and
General Manager.....John Shepard, 3rd
Executive Vice-President.....Linus Travers
Station Manager.....H. William Koster
Publicity Director.....James S. Powers
Merchandising .....Arthur Lathrop
Sales Promotion Manager.....Arthur Lathrop
Program Director.....Harmon H Hyde
Musical Director.....Robert Pooley
Chief Engineer .....Joseph Grahn

WORC

WORCESTER—EST. 1925

BLUE NETWORK

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....A. F. Kleindienst
Address.....65 Elm Street
Phone Number..... 5-3101
Transmitter Location.....Auburn, Mass.
Time on the Air.....7 a.m. to 12 midnight; Sundays, 8:45 a.m. to 11:15 p.m.
News Service.....INS
Transcription Service .....Lang-Worth
Representative.....Weed & Co.

Personnel

Owner .....A. F. Kleindienst
Station Manager.....Mildred P. Stanton

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WTAG

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned and Operated By: Worcester Telegram Publishing Company, Inc.
Address.....18-20 Franklin Street
Phone Number.....5-4321
Transmitter Location.....Holden, Mass.
Time on the Air.....6 a.m. to 12:05 a.m.
Newspaper Affiliation: Worcester Telegram & The Evening Gazette
News Service ..... AP
Transcription Service.....World Broadcasting System; Associated
Representatives.....Paul H. Raymer Co.; Bertha Bannan

Personnel

Vice-President-General Manager ....George F. Booth
Managing Director.....Edward E. Hill
Commercial Manager.....Herbert L. Krueger
Manager of Local Sales.....Robert I. Brown
Production-Program Director..David H. Harris
Production Supervisor.....Dol Brissette
Publicity Director.....Mitzi Kornetz
War Program Director.....Mary Lou Evans
Chief Announcer.....Philip Brook
Musical Director .....Dol Brissette
Chief Engineer.....Elliot A. Browning

FOR QUALITY
AP !

No other broadcaster can make this claim!

Only way to reach the 5,000,000 radio listeners of Michigan is with the Michigan Radio Network

MICHIGAN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WELL

BATTLE CREEK—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Federated Publications, Inc.
Address: 1 W. Michigan Ave., Michigan National Bank Bldg.
Phone Numbers.....5655; 7166
Transmitter Location.....Michigan National Bank Bldg.
Time on the Air.....Unlimited license
News Service.....AP, UP
Newspaper Affiliation.....Enquirer-News
Transcription Service.....World
Representative.....Burn-Smith Company, Inc.

Personnel

President .....A. L. Miller
General Manager.....D. E. Jayne
Commercial Manager.....E. P. Mills
Program Director.....Frank Jayne
Chief Announcer.....Bruce O'Leary
Chief Engineer.....Earl J. Stone

•

WBCM

BAY CITY—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By...Bay Broadcasting Co., Inc.
Address ..... Wenonah Hotel
Phone Numbers.....Bay City 7551-7552
Transmitter Location .....Tuscola Road,
Time on the Air.....7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....NBC Thesaurus;
Representative .....George P. Hollingbery

Personnel

President .....Harley D. Peet
General Manager .....H. A. Giesel
Musical Director.....L. H. DeRemer
Chief Engineer.....Ralph H. Carpenter

•

WHDF

CALUMET—EST. 1929

MUTUAL—NORTH CENTRAL BROADCAST

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan Broadcasting Co.
Business Address.....Community Bldg., Houghton, Mich.
Phone Numbers: Houghton 1; Calumet 869
Studio Address.....515 Scott St., Calumet
Transmitter Location.....Laurium, Michigan
Time on the Air.....6:30 a.m. to 10:30 p.m.
Newspaper Affiliation...Daily Mining Gazette
Transcription Service.....World, Standard, Lang-Worth, Keystone
Representative.....Sears and Ayer, Inc.

Personnel

Exec. V. P. & Gen. Mgr.....John W. Rice
Commercial Manager.....Albert W. Payne
Program Director.....Earl Nordeen
Publicity Director.....J. W. Rice
Technical Supervisor.....George L. Burgan

•

WJBK

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....James F. Hopkins, Inc.
Address.....6559 Hamilton Avenue
Phone Number.....Trinity 2-2000
Transmitter Location.....15555 Woodrow Wilson Avenue
Time on the Air.....24 hours a day
News Service .....AP
Transcription Service.....Associated Music Publishers; World and Standard
Representatives.....Forjoe & Company, Hal Holman

Personnel

President-Station Manager...James F. Hopkins
Commercial Manager.....A. H. Crogan
Program Director.....Sybil Kriegholr
Publicity Director.....N. W. Hopkins
Musical Director .....Pete Angel
Chief Announcer and Engineer...E. McKenzie

•

WJLB

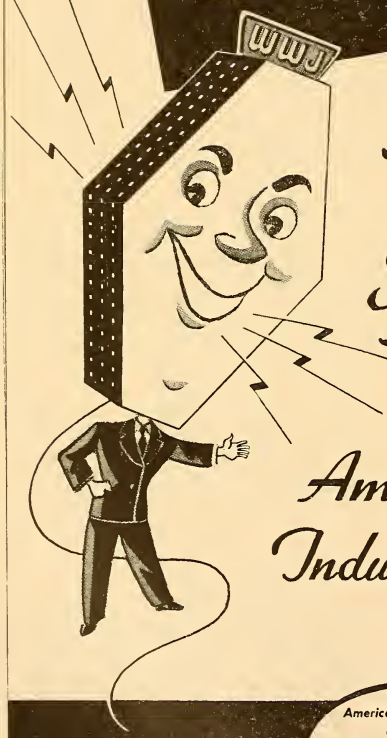
DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: John L. Booth Broadcasting, Inc.
Address....31st and 34th Floor, Eaton Tower
Phone Number..... .....Cadillac 7600
Transmitter Locatio...7310 Woodward Ave.
Time on the Air.....6:00 a.m. to 2:30 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....Burn-Smith Co.

Personnel

President-General Manager....John L. Booth
Station Manager.....Hugh V. Gray

WWJ



The Preferred Station in Detroit —

America's Greatest Industrial Market.

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

ASSOCIATE FM STATION WENA
NBC BASIC NETWORK

Sales Manager.....Eric V. Hay
Sales Promotion Mgr.....Mitchell Jachminski
Program Director & Production Mgr.....Doug Wright
Chief Announcer.....Tom McCullough
Musical Director.....Herbert Mertz
Publicity Director.....Rita Powers
Chief Engineer.....Edward Clark

•

WJR

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....Power: 50000 Watts
Owned-Operated By ....WJR, The Goodwill Station
Business Address.....2103 Fisher Building
Phone Number..... Madison 4440
Studio Address: 28th Floor Fisher Building
Transmitter Location.....Wyandotte, Mich.
Time on the Air.....20 Hrs. Daily
News Service.....AP, INS & UP
Transcription Service.....World Broadcasting System; Standard Radio, Lang-Worth & Thesaurus
Representative.....Edward Petry & Co., Inc.

Personnel

President .....G. A. Richards
Ass't to President.....Eugene Carr
Vice-President and Gen. Mgr...Leo Fitzpatrick
Ass't Gen'l Manager.....Owen F. Uridge
Sales Manager .....Charles G. Burke
Sales Promotion and Publicity.....Mark Haas
Program Director .....Franklin Mitchell
Production Manager .....Eric Howlett
Musical Directors.....Samuel Benavie & Paul LaVoie
Chief Engineer Trans.....Merrill Mitchell
Chief Engineer Studio.....Andrew Friedenthal
Chief Announcer.....Franklin "Bud" Mitchell
Record M.C.....Russ Mulholland

•

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By: EveningNews Association
Business Address.....630 W. Lafayette
Phone Number .....RAndolph 2000
Studio Address.....624-30 W. Lafayette
Transmitter Location: 12700 W. 8 Mile Road, Oak Park, Detroit, Michigan
Time on the Air..6 a.m. to 12 midnight; Sunday 8 a.m. to midnight
Newspaper Affiliation.....The Detroit News
News Service.....UP & AP
Transcription Services.....Standard
Representative.....George P. Hollingbery Co.

Personnel

President.....W. E. Scripps
General Manager.....Harry Bannister
Assistant Manager.....Edwin K. Wheeler
Business Manager .....Forrest Wallace
Sales Manager.....Harry Betteridge
Sales Promotion Manager.....Jake Albert
Program Director.....Don F. DeGroot
Production Manager.....Don DeGroot
Publicity Director .....Herschell Hart
Musical Director .....Mischa Kottler
Chief Engineer.....Herbert F. Tank

•

WXYZ

DETROIT—EST. 1925

BLUE NETWORK—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By: King-Trendle Broadcasting Corporation
Business Address.....1700 Stroh Building
Phone Number .....Cherry 8321
Studio Address .....8415 East Jefferson Ave.
Transmitter Location.....15500 Joy Road
Time on the Air.....6:30 a.m. to midnight
News Service .....UP and INS
Transcription Service.....Standard Radio; Associated Music and Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

President.....George W. Trendle
General Manager.....H. Allen Campbell
Asst. Comm. Mgr.....James G. Riddell
Sales Promotion, Advertising Mgr. .....Lambert B. Beeuwkes
Studio Manager.....H. Earl Moore
Director of Production....Charles Livingstone
Merchandising Manager...Harold S. Christian
News Editor..... Felix Holt
Chief Announcer.....Jack McCarthy
Traffic Manager .....Bess Ashton
Musical Director..... Benny Kite
Chief Engineer .....Verne C. Alston

•

WKAR

EAST LANSING—EST. 1922

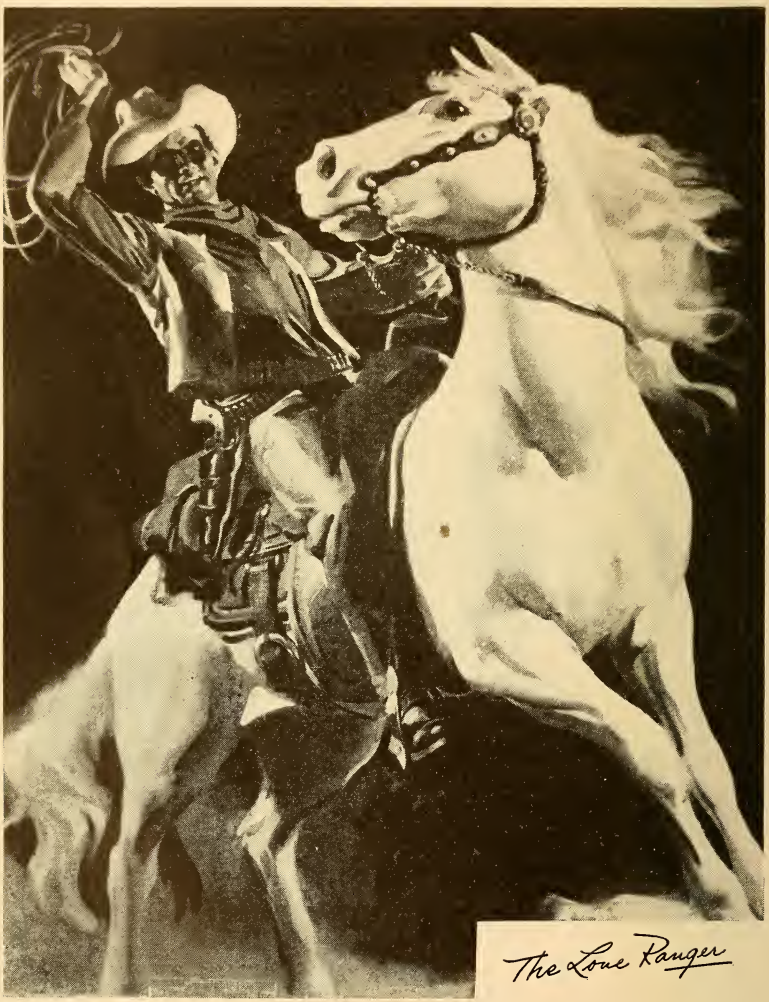
Frequency: 870 Kc.....Power: 5000 Watts
Owned-Operated By...Michigan State College
Business Address.....East Lansing
Phone Number.....8-1511, ext. 600
Studio Address.....Auditorium Building
Transmitter Location..... Campus
Time on the Air.....7 a.m. to 7 p.m.
News Service .....AP
Transcription Service.....Standard

Personnel

Station Manager.....Robert J. Coleman
Chief Engineer.....Norris Grover

(Non-Commercial Station)

national network originations make WXYZ a great station!



WDBC

ESCANABA—EST. 1941

MUTUAL—NORTH CENTRAL—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Delta Broadcasting Company
Address.....First and Ludington Streets
Phone Number 787
Transmitter Location.....First and Ludington
Time on the Air.....Unlimited license
News Service .....UP
Transcription Service.....Standard Radio

Personnel

General Manager.....Gordon H. Brozek

•

WFDF

FLINT—EST. 1922

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Flint Broadcasting Co.
Address .....Mott Bldg.
Business Office Studios..Mott Bldg., Flint, Mich.
Phone Number 2-7158
Transmitter Location.....Bristol Road
Time on the Air.....7 a.m. to 11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth and Standard & Thesaurus
Representative.....Burn-Smith, Inc.

Personnel

President-Station Manager....Howard M. Loeb
Commercial Manager.....F. S. Loeb
Program Director.....Adrian R. Cooper
Production Manager.....Elmer Knopf
Publicity Director.....H. M. Loeb
Sales Promotion Manager.....F. S. Loeb
Chief Announcer.....Marvin Levey
Musical Director..... William Geyer
Chief Engineer.....Frank D. Fallain

•

WLAV

GRAND RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
MICHIGAN RADIO NETWORK
ABC NETWORK—WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard A. Versluis
Address.....Keeler Building, 6 Fountain St., N.E.
Phone Number 6-5461
Transmitter Location....6 Fountain St., N.E.
Time on the Air.....Unlimited license
News Service.....INS
Transcription Service.....Standard Radio
Representative..Joseph Hershey McGillvra, Inc.

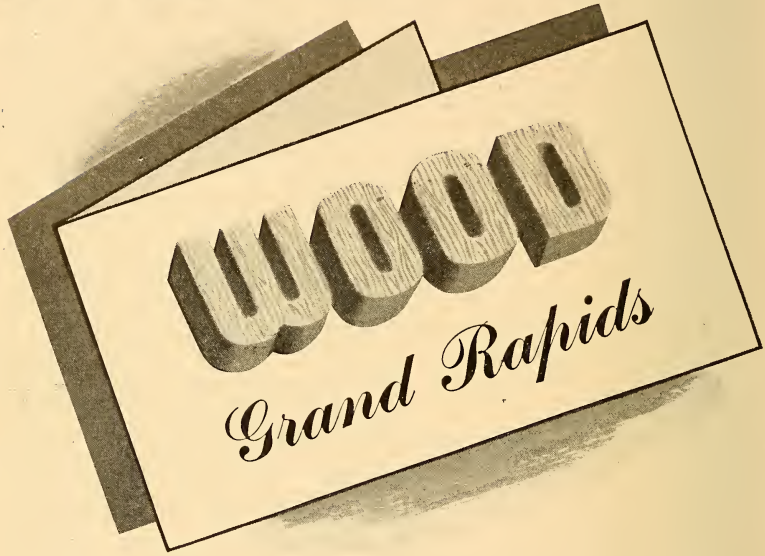
Personnel

Owner..... Leonard A. Versluis
Station Manager .....Hy M. Steed
Sales Manager.....Hy Steed
Traffic Manager.....Elizabeth Shutter
Production Manager.....Joe Hooker
Chief Engineer.....Raymond Plank

FOR QUALITY

AP !

NBC *for Western Michigan*



TOPS IN PROGRAMS

WOOD *has more than twice as many Grand Rapids listeners as any other station anywhere . . . and Grand Rapids is Michigan's Greatest Market outside Detroit*

WOOD

GRAND RAPIDS—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....King-Trendle Broadcasting Corporation
Address.....14th Floor Grand Rapids National Bank Building
Phone Number..... 9-4211
Transmitter Location: Town Line Road, 4 miles south of Grand Rapids
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service..... UP
Transcription Service.....Lang-Worth, World
Representative.....Paul H. Raymer Co.

Personnel

President .....George W. Trendle
Station and Sales Manager.Stanley W. Barnett
Merchandising Manager.....Paul Eichhorn
Program and Production Director..Sandy Meek
Publicity Director.....Lenore Little
Musical Director.....Sandy Meek
Chief Engineer.....Fred W. Russell

•

WJEF

GRAND RAPIDS—EST. 1945

CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Fetzer Broadcasting Co.
Operated By: John E. Fetzer, Managing Director
Business Address.....Pantlind Hotel
Phone Number.....6-8512
Transmitter Location.....Pantlind Hotel
Time on the Air.....7 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service .....Associated
Representative.....Free & Peters, Inc.

Personnel

Managing Director.....John E. Fetzer
Station Manager.....John E. Fetzer
Sales Manager.....John W. O'Harrow
Sales Promotion Mgr.....John W. O'Harrow
Program Director.....Willis F. Dunbar
Publicity Director.....Susan James
Chief Announcer.....Miles Olson
Chief Engineer.....Carl E. Lee

•

WJMS

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address.....124 E. McLeod Ave.
Phone Number 20
Transmitter Location: U. S. Highway No. 2 & Douglas Boulevard
Time on the Air.....6:25 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer, Inc.

Personnel

President.....William L. Johnson
Station Manager.....J. W. Huss
Commercial Manager.....J. W. Huss
Program Director.....Laura Johnson
Publicity Director .....Don Hoover
Production Manager.....Harold Ladin
Musical Director.....Laura Johnson
Chief Engineer .....Arne Dahlbacka

•

WIBM

JACKSON—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....WIBM, Inc.
Address .....Hotel Hayes
Phone Number 6121
Transmitter Location .....228 West Michigan Avenue
Time on the Air.....6:45 a.m. to 11:30 p.m.
Representative.....Forjoe & Company

Personnel

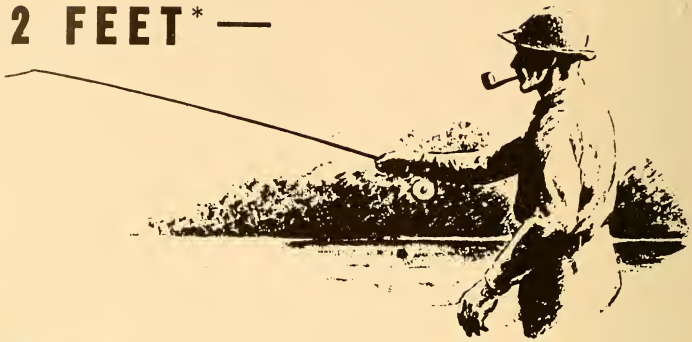
President ..... Herman Radner
Station Manager.....William Cizek
Sales Promotion Manager.....William Cizek
Chief Announcer.....Derwood Carn
Chief Engineer .....C. W. Wirtanen

NATIONAL NETWORK ORIGINATIONS

MAKE WXYZ A GREAT STATION

1700 STROH BUILDING
DETROIT, MICHIGAN

YOU MAY BE ABLE TO "CAST" 422 FEET* —



BUT—YOU CAN'T BROADCAST INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

Pardon the pun—but it really *isn't* possible to throw a "plug" into Western Michigan, from ANY outside station, with ANY hope of adequate or consistent performance.

The reason is an actual physical barrier in the matter of geographical location, which gives Western Michigan an almost impenetrable fading condition. Distant stations simply can't put a dependable signal into the area. But WKZO and WJEF *can*—and *do*.

WKZO in Kalamazoo and WJEF in Grand Rapids—both CBS, both programmed especially for their specific areas—do the kind of job that these two big markets deserve. Sold in combination at a bargain rate per thousand radio homes covered, they are by long odds your best choice *for real coverage* in Grand Rapids, Kalamazoo, Battle Creek and all of Western Michigan. Let us send you the whole story—or just ask Free & Peters!

* Wm. J. Lovely of St. Louis did it at Chicago in Sept., 1943!

WKZO

CBS - FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF

CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WKZO

KALAMAZOO—EST. 1923

EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
Owned By .....Fetzer Broadcasting Co.
Operated By.....John E. Fetzer
Business Addresses: P. O. Box 866 (Kalamazoo)
Phone Numbers.....3-1223 (Kalamazoo); 6-1222 (Grand Rapids)
Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo)
Transmitter Location.....Parchment, Michigan
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....Lang-Worth
Representative....Free & Peters, Incorporated

Personnel

President-General Manager....John E. Fetzer
Commercial Manager.....John W. O'Harrow
Program Director.....Willis F. Dunbar
Publicity .....Susan James
Director of War Programs....Rhea Y. Fetzer
Chief Engineer.....Carl E. Lee

•

WJIM

LANSING—EST. 1934

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By..... WJIM, Inc.
Address .....15th Floor, Bank of Lansing, Bldg.
Phone Number.....2-1333-4-5
Transmitter Location.....15th Floor, Bank of Lansing Bldg.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service....Associated Recorded Program Service, Lang-Worth

Personnel

President .....Lt. Harold F. Gross
Acting Station Manager..Fred W. Wagenvoord
Commercial Manager.....O. S. Jones
Sales Promotion Manager.....Jack Parker
Production Manager .....Jack Parker
Program Manager.....Bob Innes
Chief Engineer .....Melvin Wirth

•

WKLA

LUDINGTON— EST. 1944

MUTUAL—BLUE
MICHIGAN & WOLVERINE & ABC

Frequency 1450.....Power 250 Watts
Owned & Operated By..Ludington Broadcasting Co.
Address.....Masonic Temple Bldg.
Phone 842
Transmitter Location.....E. Ludington Ave.
Time on the Air....7 a.m. to 10 p.m.; Sunday, 7:30 a.m. to 11:00 p.m.
Transcription Service.....McGregor
Representatives .....Burn-Smith Co.

Personnel

President.....Karl F. Ashbacker
Station Manager.....Karl F. Ashbacker
Sales Manager.....C. Leonard Pell
Program Director.....Peter A. Mars
Chief Engineer.....Hale Blakely

•

WMPC

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: The Liberty Street Church
Address .....803 Liberty St.
Phone Numbers.....455-J; 455-M
Transmitter Location.....803 Liberty St.
Time on the Air.....Specified Hours

Personnel

President-Station Manager.....Frank S. Hemingway
(Non-Commercial Station)

•

WDMJ

MARQUETTE—EST. 1931

MUTUAL—NORTH CENTRAL—WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Lake Superior Broadcasting Co.
Address .....146 W. Washington
Phone Number 616
Transmitter Location.....146 W. Washington
Time on the Air.....Unlimited license
Newspaper Affiliation...Daily Mining Journal
News Service.....UP
Transcription Service.....World Broadcasting

Personnel

General Manager.....Gordon H. Brozek

•

WKBZ

MUSKEGON—EST. 1926

BLUE NETWORK
MICHIGAN RADIO NETWORK
BLUE—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ashbacker Radio Corp.
Business Address.....432 Apple Ave.
Phone Number 26-051
Studio Address.....432 Apple Ave.
Transmitter Location... Muskegon Township
Time on the Air.....6 a.m. to 12 Midnight

News Service .....UP
Transcription Service..Associated, Lang-Worth & McGregor
Representative..... Burn-Smith Co.

Personnel

President.....Grant F. Ashbacker
Station Manager.....L. A. Haney
Commercial Manager.....William C. Wester
Sales Promotion Manager....G. F. Ashbacker
Program Director.....Al Vredveld
Publicity Manager.....Bill Bennett
Chief Announcer.....Anson Van Alstyne
Chief Engineer.....Geo. Krivitzky

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WCAR

PONTIAC—EST. 1939

Frequency: 1130 Kc.....Power: 1000 Watts
Owned-Operated By ..Pontiac Broadcasting Company
Address.....6th Floor Riker Building
Phone Number..... Pontiac 7141
Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan
Time on the Air: Local sunrise to local sunset
News Service .....INS and AP
Transcription Service....Lang-Worth; Standard
Representative.....John E. Pearson Co.

Personnel

President and General Manager .....H. Y. Levinson
Program-Production Director.....Wayne Byers
Administrative Secretary.....Cloman Pipe
Chief Engineer.....Wayne N. Cook

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WHLS

PORT HURON—EST. 1938

MUTUAL BROADCASTING SYSTEM
WOLVERINE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Harmon LeRoy Stevens and Herman LeRoy Stevens
Address ..... 932 Military St.
Phone Number.....2-3151
Transmitter Location....32nd St. and Lapeer
Time on the Air.....7 a.m. to Midnight
News Service..... UP
Transcription Service.....Standard Radio

Personnel

President-Station Manager..Harmon L. Stevens
Commercial Manager.....Robert Mackin
Sales Promotion Manager.....V. O. Cram
Musical Director.....Lyle Patterson
Chief Engineer.....Leslie Conant

WEXL

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Royal Oak Broadcasting
Address..... 212 West Sixth Street
Phone Numbers.....Elmhurst 6524
Transmitter Location.....2201 Woodward Heights Blvd., Ferndale, Michigan
Time on the Air.....24 hours daily
News Service .....INS

Personnel

President .....G. B. Hartick
Station and Commercial Manager .....E. C. Thompson
Chief Engineer.....Jerome Steadley

•

WSAM

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Saginaw Broadcasting Co.
Business Address .....610 Eddy Bldg.
Phone Number.....2-5109

MICHIGAN'S
Most Powerful
Independent Station
W-CAR
Pontiac

Studio Transmitter.....2745 Bay St.
Time on the Air.....7 a.m. to midnight
News Service.....INS
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

President.....Milton L. Greenebaum
Station Manager.....Robert W. Phillips
Commercial Manager.....Robert W. Phillips
Chief Engineer .....Ted Seaman

•

WSOO

SAULT STE. MARIE—EST. 1939

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1230 Kc.....Power: 250 d.; 100 n.
Owned-Operated By..... Hiawathaland Broadcasting Co.
Address .....107 West Portage Avenue
Phone Number 3000
Transmitter Location .....U. S. Highway No. 2
Time on the Air.....6:45 a.m. to 11 p.m.
Newspaper Affiliation .....Sault Ste. Marie Evening News
News Service .....AP
Transcription Service .....Standard Radio

Personnel

President.....Stanley R. Pratt
Commercial Manager.....Richard Y. Burnett
Program Director.....Herb Mitchell
Promotion Manager.....Wilfred Morley
Chief Announcer.....Ray Ulbrich
Chief Engineer .....Eugene Kaari

•

WTCM

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Midwestern Broadcasting Company
Address .....Anderson Building
Phone Number .....Traverse City 1150
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service .....Lang-Worth
Representative.....Associated Radio Sales

Personnel

President.....Les Biederman
Sales Manager.....Drew McClay
Program Director.....Don Mullen
Publicity Director.....Virginia Halsal
Chief Engineer.....Wm. Kiker

MINNESOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KATE

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM & BLUE NETWORK
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albert Lea Austin Broadcasting Company
Address .....332 So. Broadway
Phone Number 2338
Transmitter Location.....332 So. Broadway
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative .....John E. Pearson Co.

Personnel

President and Station Manager..E. L. Hayek
Assistant Station Manager-Director of War Programs.....Warner C. Tidemann
Commercial Manager.....James Delmont
Program Director.....Robert C. Paulson
Chief Engineer.....Lawrence Lawson

KDAL

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By..Red River Broadcasting Co., Inc.
Address.....218 Bradley Building
Phone Number.....Melrose 2628
Transmitter Location....Foot of 63rd Ave. W., West Duluth, Minn.
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 a.m. to 12 midnight
News Service .....AP
Transcription Service..Lang-Worth; Standard Radio; MacGregor
Representative.....Free & Peters, Inc.

Personnel

President-Station Manager..Dalton LeMasurier
Commercial Manager.....Odin S. Ramsland
Sales Promotion and Publicity Manager.....Joseph C. Cook
Program and Production Director.....Don Mathers
Chief Engineer.....Robert A. Dettman

through 1 network YOU NOW REACH A FARM MARKET OF $7,039,223.00

76 stations offering you a blanket coverage of

Missouri
Montana
Nebraska
North Dakota
South Dakota
Wisconsin
Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota

ONE NETWORK TO REACH ONE FARM AUDIENCE

NCBS is now ready to offer you a farm network exclusive of anything that has previously been available in the way of a rural audience. Thru the combination of Mississippi Valley Network, which is operated by North Central Broadcasting System, Inc., you have an agricultural coverage of 1,598,762 farm radios. Potential customers for all farm products. Programs presented will be created exclusively for the farm population eager for your advertising message.

The Mississippi Valley Network will give blanket coverage of the principal sections in the United States which produce more than three-fourths of the agricultural products, grain and livestock each year. North Central Broadcasting System presents a maximum rural coverage over this exclusive agricultural network.

Mississippi Valley Network..

OPERATED BY NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOSER, President

for further information write to.....

New York
8 East 41st Street
Lexington 2-6892

St. Paul, Minnesota
First National Bank Bldg.
Cedar 8379

Chicago, Illinois
360 North Michigan Avenue
State 0361

WEBC

DULUTH—EST. 1924

NATIONAL BROADCASTING
CO-ARROWHEAD NETWORK
NORTHWEST NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By .....Head of The Lakes Broadcasting Co.
Address.....WEBC Bldg.
Phone Number.....Melrose 2873
Transmitter Location.....40th and Tower, Superior, Wisc.
Time on the Air.....Unlimited License
News Service .....UP and AP
Transcription Service.....NBC Thesaurus
Representative .....George P. Hollingbery Co.

Personnel

Station Manager.....Walter C. Bridges
Dir. of Operations.....H. E. Westmoreland
Commercial Manager.....Thomas W. Gavin
Sales Promotion Manager Herbert H. Sonnenberg
Program Director-Production Manager Jerry Deane
Publicity Director.....Elinor Barney
Musical Director.....John Kleive
Chief Engineer.....William Lounsberry

•

KGDE

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 d.: 100 n.
Owned-Operated By...KGDE Broadcasting Co.
Address .....Fergus Falls
Phone Number.....3986
Transmitter Location .....Fergus Falls
Time on the Air .....Unlimited license

Personnel

General Manager .....C. L. Jaren

•

WMFG

HIBBING—EST. 1935

NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Head of Lakes Broadcasting Co.
Address .....Androy Hotel
Phone Number 1150
Transmitter Location.....Androy Hotel
Time on the Air.....Unlimited time
News Service .....UP
Representative.....Geoge P. Hollingbery Co.

Personnel

Station Manager.....H. S. Hyett
Dir. of Operations.....H. E. Westmoreland

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KYSM

MANKATO—EST. 1938

NBC
SOUTHERN MINNESOTA NETWORK
NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Operated By..Southern Minnesota Supply Co.
Owned.....F. B. Clements & Co.
Address.....101 North 2nd Street
Phone Number 4673
Transmitter Location....Belgrade Hill—North Mankato, Minn.
Time on the Air.....6 a.m. to midnight
News Service .....UP
Transcription Service.....NBC, Thesaurus & Lang-Worth
Representative .....John E. Pearson Co.

Personnel

President .....F. B. Clements
General Manager.....John F. Meagher
Sales Promotion Managers....Kay McKenna & Glenn Hershey
Program Director.....Bob Gardner
Production Manager.....Bob Gardner
Publicity Director.....Dick Johnson
Musical Director .....Maurice Piche
Chief Announcer.....Larry Turner
Chief Engineer.....James Houts
Record MC.....John Morris

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WCCO

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc.....Power: 50000 Watts
Owned-Operated By ..Columbia Broadcasting System, Inc.
Business Address.....625 Second Avenue So.
Phone Number.....Main 1202
Studio Addresses: 625 Second Avenue So., Minneapolis, Minn.; Hotel Lowry, St. Paul
Transmitter Location.....Anoka, Minn.
Time on the Air.....5 a.m. to 1 a.m.
News Service.....AP; UP
Transcription Service.....Lang-Worth and Standard
Representative..... Radio Sales

Personnel

President.....William S. Paley
General Manager.....A. E. Joscelyn
Program Director.....Al Sheehan
Sales Promotion Manager..Sam H. Kaufman
Director of Press Information....Sam Kaufman
Musical Director.....Wallace Olson
Chief Engineer.....Hugh S. McCartney

WE KNOCKED THE TOP OFF YOUR POST-WAR HUMP—

THREE YEARS AGO!...

No matter how complete your post-war plans, you won't be over the hump until you've successfully marketed your product.

KSTP can take care of that for you here in the vital Twin Cities Market. Because for the past three years we have been busy carrying out our "Pre-War Plan for Post-War Selling." For the past three years we have been busy building increased station acceptance throughout our coverage area. For the past three years we have been busy building a merchandising machinery that really works.

We've promoted an even greater audience in the Metropolitan Twin Cities area. We've greatly increased our audience in Rural Minnesota. And we've developed Planalyzed Promotion—the exclusive KSTP plus merchandising service advertisers and agencies tell us is outstanding in the country. If you're not personally familiar with Planalyzed Promotion, ask any agency or advertising executive for whom it has worked.

We, or our national representatives, will be glad to tell you more about this "Pre-War Plan for Post-War Selling." Give us the opportunity when you're planning your next schedule.

50,000 WATTS **KSTP** CLEAR CHANNEL

MINNEAPOLIS - ST. PAUL

Exclusive NBC Affiliate for the Twin Cities . . . The Northwest's Leading Radio Station

Represented Nationally by Edward Petry & Co.

WDGY

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc....Power: 5000 d.; 500 n.
Owned-Operated By.....George W. Young
Address .....Nicollet Hotel
Phone Number.....BRidgeport 7777 (Mpls.); MIdway 6363 (St. Paul)
Transmitter Location: 7401 Wayzata Blvd., Minneapolis (Route 7)
Time on the Air.....6 a.m. to sunset, MST.
News Service..... AP
Transcription Service .....Standard Radio, Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

Owner and General Manager George W. Young
Commercial Manager.....Lee L. Whiting
Program-Production Director...Richard M. Day
Musical Director .....Walter Rudd
Chief Engineer.....Dr. Geo. W. Young
Technical Supervisor.....George K. Jacobsen

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WLB

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 Watts
Owned-Operated By..University of Minnesota
Address.....WLB, University of Minnesota
Phone Number.....Main 8177
Transmitter Location..North Cleveland Avenue County Road A-2, St. Paul
Time on the Air: Two-thirds daytime hours (WLB shares time with WCAL)
News Service.....UP

Personnel

Manager.....E. W. Ziebarth
Program Director.....Betty T. Girling
Chief Announcer .....Paul Brissey
Production Manager.....Delwin Dusenberry
Publicity Director.....Ruth Swanson
Chief Engineer .....Berten Holmberg
(Non-Commercial Station)

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WLOL

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By..Independent Merchants Broadcasting Co.
Business Address.....1730 Hennepin Ave.
Phone Numbers..Atlantic 0406; Midway 4043
Studio Addresses: 1730 Hennepin Ave.; Commodore Hotel, St. Paul
Transmitter Location.....2508 Myrtle Ave., St. Paul
Time on the Air: 6 a.m. to 12:30 a.m.; Sundays, 7:30 a.m. to 12:30 a.m.
News Service .....INS
Transcription Service.....Standard
Representative.....John E. Pearson Co.

Personnel

President.....Ralph L. Atlass
General Manager .....E. S. Mittendorf
Commercial Manager.....Fred F. Laws
Sales Promotion Manager.....Mary Bowers
Program Director.....Edna Brautigan
Production Manager.....Tish Post
Musical Director.....Verne Rooney
Engineering Supervisor.....Gene Brautigam
Technical Advisor.....Harvey Headen

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WTCN

MINNEAPOLIS—EST. 1934

BLUE NETWORK
DAIRYLAND NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
Owned By..St. Paul Dispatch-Pioneer Press & Minnesota Tribune Co.
Operated By: Minnesota Broadcasting Corporation
Address.....Wesley Temple Building
Phone Numbers.....Main 6562; Nestor 8661
Transmitter Location: Snelling Road B. Rose Township
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation: St. Paul Dispatch-Pioneer Press
News Service.....AP & UP
Transcription Service.....Associated Music Publishers & Langworth
Representative.....Free & Peters

Personnel

President.....Clarence C. Hagman
Station Manager.....C. T. Hagman
Commercial Manager...F. Van Konynenburg
Sales Promotion Manager.....C. J. Rian
Program Director.....Judy Bryson
Production Manager.....Douglas Davies
Publicity Director.....C. J. Rian
Musical Director.....Michael Coscio
Chief Engineer.....Myron Fleming

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KSTP

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc.....Power: 50000 Watts
Owned-Operated By.....KSTP, Inc.
Address.....Hotel Saint Paul (St. Paul), Radio City (Minneapolis)
Phone Number.....Cedar 5511 (St. Paul), Bridgeport 3222 (Minneapolis)
Transmitter Location.....County Road C and Highway 61
Time on the Air.....24 hours daily

News Service.....AP, UP
Radio News Association
Transcription Service.....NBC Thesaurus, World Broadcasting, Lang-Worth, Standard Radio
Representative.....Edward Petry & Company

Personnel

President-General Mgr....Stanley E. Hubbard
Vice-President-Assistant Mgr.....K. M. Hance
Sales Manager.....Ray C. Jenkins
Program Director.....Corinne Jordon
Sales Promotion and Publicity Manager .....Sam Levitan
Public Service Director.....Sam Levitan
Farm Editor.....Gary Wiegand
News Editor.....John Verstraete
Artists' Bureau Head.....David Stone
Musical Director.....Leonard Leigh

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WMIN

ST. PAUL & MINNEAPOLIS
EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Broadcasting Company
Address.....1287 St. Anthony Ave. (St. Paul)
Phone Number .....Nestor 6501
Transmitter Location....1287 St. Anthony Ave.
Time on the Air: 6 a.m. to 12:05 a.m..
News Service .....AP
Transcription Service.....Standard Radio
Representatives.....Forjoe & Co.

Personnel

President and General Mgr...Edward Hoffman
Assistant General Mgr....Frank M. Devaney
Commercial and Sales Promotion Manager.....Samuel N. Nemer
Program-Publicity Director.....Marilyn Powell
Musical Director.....Helene Nesgard
Chief Engineer.....Warren Fritze

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KVOX

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned and Operated By: KVOX Broadcasting Co., Inc.
Address..... Comstock Hotel
Phone Number..... 3-1523
Transmitter Location..14th St. and 12th Ave., South
Time on the Air.....6 a.m. to 11 p.m.
News Service .....UP
Representatives: North Central Broadcasting System

Personnel

President .....John Boler
Station Manager.....M. M. Marget
Commercial Manager.....M. M. Marget
Program Director.....Jocelyn Birch
Chief Engineer.....Harry E. Vose

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WCAL

NORTHFIELD—EST. 1922

Frequency: 770 Kc.....Power: 5000 Watts
Owned-Operated By.....St. Olaf College
Business Address.....St. Olaf College
Phone Number.....Northfield 770
Studio Addresses.....St. Olaf College, 425 So. Fourth St., Minneapolis
Time on the Air....6 a.m. to 10:30 a.m. daily; 7 to Sunset, Sunday

Personnel

President.....Dr. Clemens M. Granskov
Director of Station.....Milford C. Jensen
Program Director.....David Johnson
Chief Announcer.....Richard Copperud
Musical Director.....Oscar R. Overby
Chief Announcer.....Otto Haldorsen

(Non-Commercial Station)

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KROC

ROCHESTER—EST. 1935

NBC
NORTHWEST NETWORK
SOUTHERN MINNESOTA NETWORK
MINNESOTA RADIO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Minnesota Broadcasting Co.
Address.....100 First Ave. Building
Phone Number.....3924, 3925
Transmitter Location....Highway 52, Cascade
Time on the Air.....6:00 a.m. to 12:30 a.m.; Sundays, 8 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus & Standard
Representative.....Radio Advertising Corp.

Personnel

President.....Agnes P. Gentling
Station Manager.....Gerald H. Wing
Commercial Manager.....Larry Nuss
Program Director.....Cal Smith
Chief Engineer.....Fred C. Clarke

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KFAM

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Times Publishing Co.
Address.....Weber Building
Phone Number.....3330, 3331
Transmitter Location.....Military Highway
Time on the Air.....Unlimited License
Newspaper Affiliation.....St. Cloud Times
News Service.....UP
Transcription Service .....NBC Thesaurus
National Sales Office (Northwest Network)
Ray C. Jenkins, Radio City, Minneapolis
Representatives.....Edward Petry Co.

Personnel

President-General Manager.....Fred Schilplin
Commercial Manager.....John P. Paulson
Program Director.....Lucile Miller
Chief Engineer.....Robert B. Witschen

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W H L B

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK

Frequency 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Head of the Lakes Broadcasting Co.
Address.....17th Street and Sixth Ave. South
Phone Number.....2000
Transmitter Location.....Virginia
Time on the Air.....7 a.m. to 10:30 p.m.
Newspaper Affiliation.....Superior Telegram
News Service.....UP
Representative.....George P. Hollingbery Co.

Personnel

Manager.....O. H. Peterson
Dir. of Operations.....H. D. Westmoreland

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K W L M

WILLMAR—EST. 1940

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Lakeland Broadcasting
Business Address.....Willmar Memorial Bldg.
Phone Numbers.....1340, 1310, 910
Transmitter Location.....Foot Lake
Time on the Air..6 a.m. to 12 midnight, weekdays; 7:30 a.m. to 12 midnight, Sundays
News Service .....UP
Representative.....John E. Pearson Co.

Personnel

President-Mgr.....W. H. Linder
Program Director.....Willard Linder
Chief Engineer .....Lloyd Stenberg

K W N O

WINONA—EST. 1938

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Winona Radio Service
Address.....216 Center St.
Phone Number.....3314
Transmitter Location.....831 Sarnia St.
Time on the Air..6:30 a.m. to 11 p.m.; Saturday 6:30 a.m. to 1 a.m.
Newspaper.....Winona Republican Herald
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson Co.

Personnel

President.....M. H. White
Treasurer.....H. R. Weicking
General and Commercial Mgr..L. L. McCurnin
Sales Promotion Manager.....P. J. Love
Program-Publicity Director .....Mary Leu
Production-Artists Bureau .....H. I. Tingley
Chief Announcer .....Irving Tingley
Chief Engineer.....L. L. McCurnin

FOR QUALITY
AP !

MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WROX

CLARKSDALE—EST. 1944

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Clarksdale Broadcasting Co.
Business Address.....321 Delta Ave.
Phone Number.....218
Studio Address.....321 Delta Ave.
Transmitter Location...1 mile No. of Clarksdale
Time on Air..6 a.m. to 11 p.m. daily; 7 a.m. to 11 p.m. Sunday
Transcription Service.....World & Keystone
Representatives.....Sears and Ayers

Personnel

Station Manager.....David M. Siegel
Sales Manager.....William R. Pharr
Program Director.....Carroll Jackson
Musical Director.....Hugh W. Smith
Chief Engineer.....Charles R. Hicks

WCBI

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM
MID-SOUTH NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned & Operated By.....Birney Imes, Jr. (U. S. Army Air Corps.)
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Addresses....Gilmer Hotel, Columbus;
Transmitter Location.....1st and Main Sts.
Time on the Air.....18 hours daily
Newspaper Affiliation...Columbus Commercial Dispatch
News Service.....AP
Transcription Service.....Standard Radio, Keystone Broadcasting System
Representative.....Sears and Ayer, Inc.

Personnel

Owner.....Capt. Birney Imes, Jr.
General Manager.....Bob McRaney
Commercial Manager.....James Eatherton
Program Director.....Yvonne Brisbane
Publicity-Promotion Director.....Bob McRaney
Chief Announcer and Production Manager.....Mims Boswell, Jr.
Chief Engineer.....Jack V. Jones

WJPR

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM
MISSISSIPPI NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....John R. Pepper
Address.....107 So. Poplar
Phone Number.....1770
Transmitter Location.....North on Highway No. 1
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service.....World

Personnel

Owner.....John R. Pepper
General Manager.....Emmet H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Bill McHan
Production Manager.....Emmet H. McMurry
Chief Engineer.....Horace S. Colby

WGRM

GREENWOOD—EST. 1938

BLUE NETWORK
MISSISSIPPI NETWORK

Frequency: 1240 Kc.....Power: 250 Watts

WGCM

Voice of the MISSISSIPPI GULF COAST

BLUE NETWORK

Gulfport, Biloxi, Miss.

OFFERS
INCREASE IN
POPULATION
BUYING POWER
PAYROLLS

SITUATED IN ONE OF THE RICHEST MARKETS IN THE SOUTH.

National Reps.:
SEARS & AYER, INC.
Chicago, New York and San Francisco

Owned-Operated By.....P. K. Ewing
Address .....222 Howard Street
Phone Number 1900
Transmitter Location.....North Greenwood
Time on the Air.....6:30 a.m. to 11 p.m.
Transcription Service..Keystone Broadcasting System, C. P. MacGregor

Personnel

President .....P. K. Ewing
Station-Cammercial Manager.....F. C. Ewing
Program Director.....Lorene Wood
Chief Announcer.....Josephine Williams
Chief Engineer.....David L. Dodd

•

W G C M

GULFPORT—EST. 1929

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned and Operated By.....WGCM, Inc
Business Address.....Hewes-Martin Bldg.
Phone Number.....Gulfport 1111
Studio Addresses.....Hewes-Martin Bldg. (Gulfport)
Transmitter Location.....Arlington Heights
Time on the Air.....6:55 a.m. to 11 p.m.; Sundays, 7:55 a.m. to 10 p.m.
News Service .....AP
Transcription Service.....Standard, Keystone
Representative.....Sears & Ayer

Personnel

President-Owner.....Hugh O. Jones
Program-Production Manager.....C. E. Vann
Sales Manager.....Mrs. O. L. Owens
Publicity Director.....Mary Scearce
Musical Director.....Len Campbell
Chief Engineer.....Donovan Murphy

•

W F O R

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.
REBEL NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Broadcasting Co.
Address.....302 Hemphill St.
Phone Number.....1866-67
Transmitter Location.....W. Seventh St. and 25th Ave.
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service .....Standard

NOW AVAILABLE!

The MIDSOUTH NETWORK

WCBI — WELO — WROX

COLUMBUS Miss. — TUPELO Miss. — CLARKSDALE Miss.

(LINE FACILITIES BETWEEN ALL STATIONS AVAILABLE)

AT ATTRACTIVE PACKAGE RATES

REACH THE GREATER MISSISSIPPI MARKETS WITH THESE PROGRESSIVE STATIONS

Birney Imes, Jr. Owner — Bob McRaney General Manager

SEARS & AYER, Reps.

NEW YORK — CHICAGO — HOLLYWOOD — SEATTLE — KANSAS CITY
SAN FRANCISCO — PORTLAND

Personnel

President and General Manager...C. J. Wright
Commercial Manager.....H. L. Patterson
Program Director.....Ed Jenkins
Chief Engineer.....L. E. Sanders

•

WJDX

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Lamar Life Insurance Company
Business Address.....Lamar Life Building
Phone Numbers.....2-1183 (Com'l Dept.), 2-2641 (Studios)
Studio Address.....Heidelberg Hotel
Transmitter Location.....U. S. Highway No. 51
Time on the Air.....Unlimited license
News Service .....UP
Transcription Service.....NBC Thesaurus; C. P. MacGregor
Representative.....George P. Hollingbery Company

Personnel

Station Manager.....Wiley P. Harris
Commercial Manager.....Frank Gentry
Sales Promotion Manager..Maurice Thompson
Program Director.....W. Taylor Briggs
Publicity Director.....Rena T. Foster
Chief Announcer.....Alan W. Bee
Chief Engineer.....P. G. Root

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WSLI

JACKSON—EST. 1938

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Standard Life Broadcasting Co.
Address.....Robert E. Lee Hotel, P. O. Box 1847
Phone Number 3-2788
Transmitter Location.....Foot of High St.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....AP
Transcription Service .....Standard Radio
Representative.....Weed & Co.

Personnel

President.....Geo. W. Covington
Station Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Sales Promotion Manager.....Maurice Wray
Program Director.....Ward Coleman
Chief Engineer.....C. A. Perkins

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WAML

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM
REBEL NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....New Laurel Radio Station, Inc.
Address.....535½ Central Ave.
Phone Number.....288
Transmitter Location.....Washington Road
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service.....Standard Radio,
Representative.....George P. Hollingberry Co.

Personnel

President.....D. A. Matison
Station Manager.....H. M. Smith
Commercial Manager.....W. C. DeHority
Program Director.....Frank Holifield
Chief Engineer.....Bruce Dennis

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WSKB

McCOMB—EST. 1939

KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McComb Broadcasting Corp.
Business Address.....Box 111
Phone Number.....37
Studio Address.....WSKB Bldg.
Transmitter Location.....Pike County
Time on the Air.....6 a.m. to 10 p.m.
News Service .....AP
Transcription Service.....Associated

Personnel

President.....Robert L. Sanders
General and Commercial Manager .....George Blumenstock
News Director.....Joseph Trainor
Program Director.....Julia D. Blumenstock
Publicity Director .....Carl Simmons
Chief Announcer.....Robert Nickey
Musical Director.....Julia D. Blumenstock
Chief Engineer.....Robert Louis Sanders

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WCOC

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Mississippi Broadcasting Co., Inc.
Address.....Threefoot Building
Phone Number.....1042
Transmitter Location....Highway No. 45 North
Time on the Air.....7 a.m. to 11:30 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus Standard

Personnel

General and Commercial Mgr....D. W. Gavin
Program-Musical Director...Mrs. D. W. Gavin

WMIS

NATCHEZ—EST. 1941

MISSISSIPPI NETWORK
LOUISIANA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Natchez Broadcasting Co.
Address.....City Bank & Trust Co. Bldg.
Phone Number.....1515
Transmitter Location...Highway No. 61, North
Time on the Air..7 a.m. to 10 p.m., weekdays; 9 a.m. to 10 p.m., Sundays
News Service .....UP
Transcription Service .....World

Personnel

President.....P. K. Ewing
Station Manager.....P. K. Ewing, Jr.
Commercial Manager .....Mac Howell
Chief Engineer.....Thos. Patterson

•

WELO

TUPELO—EST. 1944

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business Address.....WELO Bldg.
Phone 1242
Studio .....WELO Bldg.
Transmitter Location.....Highway 45
Time on the Air.....6 a.m. to 10:30 p.m.
News Service.....AP
Transcription..Standard, Lang-Worth, Keystone
Representatives.....Sears & Ayers

Personnel

President-Owner .....Birney Imes, Jr.
Station Manager.....Gene Tibbet
Sales Manager.....Bob Evans
Chief Engineer.....Leroy Green

•

WQBC

VICKSBURG—EST. 1931

BLUE NETWORK

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Broadcasting Company, Inc.
Address.....Hotel Vicksburg
Phone Number.....312
Transmitter Location.....2½ miles S. E. of Vicksburg
Time on the Air.....11 to 12 hours daily
News Service.....AP
Transcription Service.....World Broadcasting

Personnel

President.....L. P. Cashman
General Manager.....O. W. Jones
Chief Engineer.....C. E. Drake

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ROSS FEDERAL RESEARCH CORPORATION

18 East 48th Street, New York and 31 Key Cities Coast-to-Coast

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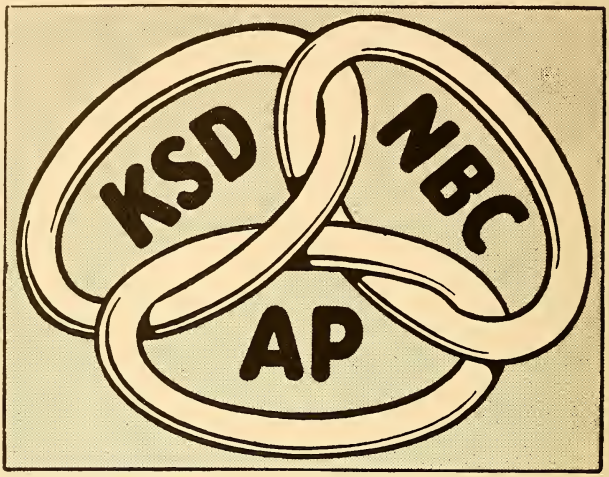

KSD is the NBC basic station for St. Louis. It is 225 miles to the nearest other outlet of "The Network Most People Listen to Most." • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—combining the special radio wires of Press Association, Inc., with the world-famous news wires of AP. • KSD is a distinguished broadcasting station, recognized throughout its listening area for its high standards of programming and advertising acceptance. • To sell the great St. Louis market, use "The Combination that Clicks."

Owned and Operated by
THE ST. LOUIS POST-DISPATCH

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Nationally Represented by
FREE & PETERS, Inc.

KSD

ST. LOUIS · 550 KC

MISSOURI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KFVS

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By.....Oscar C. Hirsch Battery & Radio Co.
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of Cape Girardeau on Highway No. 61
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 9 p.m.
News Service.....UP
Transcription Service.....Standard Radio

Personnel

President-General Manager...Oscar C. Hirsch
Sales Manager.....Ralph L. Hirsch
Program Director.....Virginia Bahn
Chief Engineer.....R. L. Hirsch

KFRU

COLUMBIA—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned By...Star Times Publishing Company
Operated By .....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....4141-42
Transmitter Location.....1200 East Broadway
Time on the Air.....7:15 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
Newspaper Affiliation.....Star Times Publishing Company, St. Louis
News Service .....UP
Transcription Service.....NBC Thesaurus & Standard
Representative.....John Blair & Co.

Personnel

President.....Elzey Roberts
Station Manager.....Foster H. Brown, Jr.
Commercial Manager....Foster H. Brown, Jr.
Program Director .....Harold Douglas
Musical Director.....Dorothy Jacques
Chief Engineer.....Robert Haigh

KHMO

HANNIBAL—EST. 1941

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Courier Post Publishing Co.
Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.
Time on the Air.....5:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....Hannibal Courier-Post
News Service.....AP
Transcription Service.....Lang-Worth & NBC
Representative.....John E. Pearson Co.

Personnel

Pub., Courier-Post.....E. L. Sparks
General and Commercial Manager .....Wayne W. Cribb
Program Director.....Maxine Dierking
Promotion and Publicity Director .....Wayne W. Cribb
Chief Engineer.....Robert Schenke

KWOS

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tribune Printing Co.
Business Address.....210 Monroe
Phone Number.....4000
Studio Address.....210 Monroe
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....Unlimited license
Newspaper Affiliation...Jefferson City Capitol News & Post Tribune
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer

Personnel

President.....R. C. Goshorn
Station Manager.....R. L. Rose
Program Director .....Ray Manning
Chief Engineer.....Harold E. White

WMBH

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

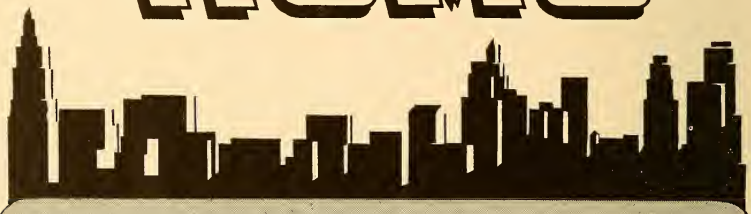
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Joplin Broadcasting Co.
Address.....Frisco Bldg., Sixth and Main Sts.
Phone Number.....330-1-2-3
Transmitter Location.....13th and Roosevelt
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation...Joplin Globe & News-Herald
News Service.....UP
Transcription Service...Thesaurus & Standard
Representative.....Sears & Ayer

Personnel

President-Station Manager.....D. J. Poynor
Commercial Manager.....Abe Radunsky

In 1945

GO PLACES IN KANSAS CITY WITH KCMO



KCMO offers as bonus without cost to KCMO advertisers, the most vigorous program promotion campaign in town:

OUTDOOR POSTER SHOWINGS in Kansas City, Missouri, and Kansas City, Kansas, reaching an audited net advertising circulation or 3,555,405 people every week.

SPOT MOVIE SHORTS, each showing to an estimated audience of 335,250 entertainment seekers in leading Kansas City theaters.

These are given further impetus by KCMO broadcast contest tie-in and newspaper advertising. Get full details from your nearest John E. Pearson Company office . . . check KCMO availabilities, and find out why KCMO is the best time buy in Kansas City for '45.

Represented Nationally by
JOHN E. PEARSON COMPANY
New York — Chicago — Kansas City

Kansas City's Basic and ONLY BLUE Network Station

E. K. (JOE) HARTENBOWER, General Manager

Sales Promotion Manager..Mrs. V. A. Leverett
Musical Director.....Stella Lukens
Director of War Programs.....Jane Farrell
Artists Bureau Head.....Abe Radunsky
Chief Engineer.....Richard Meek

•

KCMO

KANSAS CITY—EST. 1925

BLUE NETWORK

Frequency: 1480 Kc.....Power: 5000 d.; 1000 n. (C. P. 5000 n.)
Owned-Operated By.....KCMO Broadcasting Company
Address.....1515 Commerce Trust Building
Phone Number.....Victor 0900
Transmitter Location.....10th and Hardesty
Time on the Air.....5 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....Associated Music Publishers, Lang-Worth
Representative.....John E. Pearson Co.

Personnel

President.....T. L. Evans
Station & Sales Manager....E. K. Hartenbower
Program Director.....James Coy
Publicity Director.....F. C. Strawn
Musical Director.....Gene Moore
Chief Announcer.....James Coy
Chief Engineer.....Elza Runkle

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KMBC

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Midland Broadcasting Co.
Address ..... Pickwick Hotel
Phone Number .....Harrison 2650
Transmitter Location....50th & Belinder Road
Time on the Air.....5:30 a.m. to midnight; Sundays, 7 a.m. to 12 midnight
News Service.....AP; UP
Transcription Service: Lang-Worth; World Broadcasting System
Representative .....Free & Peters, Inc.

Personnel

President .....Arthur B. Church
Managing Director.....Karl R. Koerper
Director of Sales .....Sam H. Bennett
Promotion-Publicity Director...E. P. J. Shurick
Merchandising-Research Director .....Mark N. Smith
Program Director .....Ray Shannon
Director of War Programs.....Gene Dennis
Production Manager.....Fran Heyser
Studio Director.....Kenneth Krahl
Artists Bureau Head....James W. McConnell
Musical Director.....P. Hans Flath
Chief Engineer.....A. R. Moler

WDAF

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....The Kansas City Star Company
Address.....1729 Grand Ave
Phone Number.....Harrison 1200
Transmitter Location.....82nd and Mission Road, Johnson County, Kans. ... ...
Time on the Air..Daily & Sunday, 6 a.m. to 12 midnight
Newspaper Affiliation...The Kansas City Star
News Service.....AP
Transcription Service.....Standard
Representative...Edward Petry and Company

Personnel

President.....Earl McCollum
Station Manager .....Dean Fitzer
Commercial Manager.....R. Gardner Reames
Program Manager.....Harry J. Kaufmann
Chief Engineer.....Joseph A. Flaherty

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WHB

KANSAS CITY—EST. 1922

MUTUAL
KANSAS STATE NETWORK

Frequency: 880 Kc.....Power: 1000 Watts
Owned-Operated By..WHB Broadcasting Co.
Address.....Scarritt Building
Phone Number.....Harrison 1161
Transmitter Location.....North Kansas City
Time on the Air.....Daytime license
News Service .....AP
Representative .....Spot Sales

Personnel

President and Commercial Manager .....Donald Dwight Davis
General Manager .....John T. Schilling
Promotion-Publicity Director.....Gene Garrett
Program Director .....John Wahlstedt
Chief Announcer .....Bob Dean
Musical Director.....Willie Ganz
Chief Engineer .....Henry Goldenberg
Production Manager and Director of War Programs .....Dick Smith

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KWOC

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....A. L. McCarthy, O. A. Tedrick, J. H. Wolpers d/b Radio Station K W O C
Address.....1801 North Main St.
Phone Number.....1310
Time on the Air..7 a.m. to 7 p.m.; Sundays, 8 a.m. to 7 p.m.

Newspaper Affiliation.....American Republic Daily
News Service.....AP
Transcription Service .....World
Representative.....John E. Pearson Co.

Personnel

General Manager.....P. H. Cunningham
Chief Engineer.....Don Lidenton

KFEQ

ST. JOSEPH—EST. 1924

BLUE NETWORK

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Address.....Schneider Building, 7th and Felix Streets
Phone Number.....4-0813
Transmitter Location.....5½ miles North Northeast of St. Joseph
Time on the Air....6 a.m. to midnight daily; 7 a.m. to midnight, Sunday
Newspaper Affiliation..St. Joseph News-Press,
News Service.....UP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Headley-Reed Company

Personnel

President-Station Manager.....Barton Pitts
Nat'l Advertising Manager..Glen G. Griswold
Promotion Manager.....J. Ted Branson
Chief Engineer.....Fred H. Damm

KMOX

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts
Owned-Operated By...Columbia Broadcasting System, Inc.
Address.....401 South Twelfth Blvd.
Phone Number.....Central 8240
Transmitter Location..16 miles south of St. Louis
Time on the air.....Sundays, 6 a.m. to 1 a.m.; weekdays, 5 a.m. to 1:30 a.m.
News Service.....AP, Transradio, UP
Transcription Service.....Associated Music Publishers; Lang-Worth
Representative.....Radio Sales

Personnel

General Manager.....Frank B. Falknor
Assistant to Manager .....Arthur Casey
Sales Manager.....Wendell B. Campbell, 2nd
Sales Promotion and Advertising Manager .....David Mars
Director of Program Sales.....C. G. Renier
Public Events Director.....Jerry Hoekstra
Program Director.....Blaine Cornwell
Radio Sales Representative....Carter Ringlep
Director of Press Information....William Zalkin
Chief Engineer.....Harry Harvey

KSD

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Pulitzer Publishing Company
Address.....Twelfth and Olive Sts.
Phone Number.....Main 1111
Transmitter Location....Twelfth and Olive Sts.
Time on the air..5 a.m. to 1 a.m. daily; 7 a.m. to 1 a.m. Sunday
Newspaper Affiliation.....St. Louis Post-Dispatch
News Service .....AP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....Joseph Pulitzer
General Manager.....George M. Burbach
Sales Manager.....Edward W. Hamlin

KWK

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 5000 d., 1000 n. (CP 5000)
Owned-Operated By.....Thomas Patrick, Inc.
Address..Hotel Chase, Lindell & Kingshighway
Phone Number.....Rosedale 3210
Transmitter Location.....500 E. Logan, Baden Station, Baden, Mo.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....UP; Reuters
Transcription Service.....World Broadcasting System
Representative.....Paul H. Raymer Company

Personnel

President.....R. T. Convey
Station Director.....Ray E. Dady
General Sales Manager....V. E. Carmichael
Program Director.....John Tinnea
Publicity Director.....Bob Richardson
Musical Director .....Carl Hohengarten
Chief Engineer.....N. J. Zehr

KXOK

ST. LOUIS—EST. 1938

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Star-Times Pub. Co.
Address.....12th and Delmar Blvds.
Phone Number.....CHestnut 3700
Transmitter Location.....Horse Shoe Lake, Madison County, Ill.
Time on the Air..5 a.m. to 1 a.m. daily; 6 a.m. to 1 a.m. Sunday

Newspaper Affiliation.....St. Louis Star-Times
News Service.....INS; UP
Transcription Service.....Associated Music Publishers; Standard Radio
Representative .....Blair & Company

Personnel

President .....Elzey Roberts
Station Manager.....C. L. Thomas
Promotion Manager .....M. Medearis
Production Manager .....E. Muschany
Publicity Director.....Paul Godt
Musical Director.....Robert W. Swain
Chief Engineer.....Art Rekart

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WEW

ST. LOUIS—EST. 1921

Frequency: 770 Kc.....Power: 1000 Watts
Owned-Operated By...The St. Louis University
Address.....3642 Lindell Blvd.
Phone Number.....FRanklin 5665
Transmitter Location.....3642 Lindell Blvd.
Time on the Air.....Local sunrise-to-sunset
News Service.....INS
Transcription Service.. .....Standard Radio, Lang-Worth; World
Representative.....John E. Pearson

Personnel

President .....Rev. Patrick J. Holloran, S. J.
General Manager.....Nicholas Pagliara
Sales Manager.....Leonard Frankel
Program Director.....Don Lochner
Publicity Director.....Clifford Lanctot
Musical Director.....Ralph Stein
Chief Engineer....Brother George Rueppel, S.J.

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WIL

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Missouri Broadcasting Corp.
Address.....Melbourne Hotel
Phone Number.....Jefferson 8403
Transmitter Location.....Grand Hotel
Time on the Air: 7 a.m. to 11 p.m.; Saturdays, 7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

President and General Manager, Lester A. Benson
Vice-President.....Clarence W. Benson
Commercial Manager.....Ken Parke
Program Director.....Mel Kampe
Production Manager.....Neil Norman
Chief Engineer.....Chal H. Stoup

KFUO*

ST. LOUIS—EST. 1921

Frequency: 850 Kc.....Power: 5000 Watts
Owned By.....Evangelical Lutheran Synod of Missouri, Ohio and other states
Operated By....Board of Control of Concordia Seminary
Address.....801 DeMun Ave.
Phone Number.....DELmar 3030
Transmitter Location.....801 DeMun Ave.
Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....World

Personnel

Station Manager.....Herman H. Hohenstein
Production Manager-Chief Announcer, Elmer Knoernschild
Accountant-Office Manager..William C. Krato
Musical Director .....Gerhardt Schroth
Chief Engineer.....Carl H. Meyer

* *Non-Commercial Station.*

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KDRO

SEDALIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Milton J. Hinlein d/b as KDRO Broadcasting Station
Address.....2100 W. Broadway
Phone Numbers.....4004, 4005, 4006
Transmitter Location.....2100 W. Broadway
Time on the Air....6 a.m. to 10 p.m.; Sundays, 7 a.m. to 10 p.m.
News Service.....UP
Transcription Service..Keystone Broadcasting System

Personnel

President.....Milton J. Hinlein
Sales Manager.....Milton J. Hinlein
Program Director.....Phoebe E. Trout
Chief Announcer.....Herbert Brandes
Chief Engineer.....Wayne Pash

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KGBX

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By..Springfield Broadcasting Co.
Address.....508 St. Louis St.
Phone Number.....1360-1-2-3
Transmitter Location.....Bolivar Road
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Springfield Newspapers, Inc.
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....George P. Hollingberry Co.

Personnel

President .....H. S. Jewell
Station and Commercial Manager .....J. Gordon Wardell
Program Director.....Carl Fox
Chief Announcer .....Dudley Morris
Chief Engineer.....E. Dennis White

KTTS

SPRINGFIELD—EST. 1941

COLUMBIA
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Independent Broadcasting Co.
Address.....Chamber of Commerce Bldg.
Phone Number.....4303
Transmitter Location...Chamber of Commerce Bldg.
Time on the Air..6:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....World Broadcasting System
Representative .....Sears & Ayer, Inc.

Personnel

President.....J. H. G. Cooper
Station Manager.....G. Pearson Ward
Commercial and Sales Promotion Manager .....Bob Burke
Program Director.....Frank McAtee
Musical Director.....M. Dale Thurman
Acting Chief Engineer.....Wm. F. Curry

KWTO

SPRINGFIELD—EST. 1933

BLUE NETWORK

Frequency: 560 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By..Ozarks Broadcasting Co.
Address.....508 St. Louis St.
Phone Number.....1360-1-2-3
Transmitter Location.....Fremont Road
Time on the Air.....5 a.m. to midnight
News Service .....UP
Transcription Service.....Standard
Representative.....John E. Pearson

Personnel

Chief Executive & Station Manager..Ralph D. Foster
Sales Manager.....Leslie L. Kennon
Sales Promotion and Publicity Manager.....M. Wayland Fullington
Program Director .....Ralph A. Nelms
Director of War Programs.....Ralph Nelms
Production Manager.....Al Stone
Musical Director.....Hugh M. Aspinwall
Chief Engineer.....Fritz Bauer

MONTANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KGHL

BILLINGS—EST. 1928

NBC NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Northwestern Auto Supply Co.
Address.....Fifth and North Broadway
Phone Number.....2222
Transmitter Location.. 7 miles west of Billings
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Standard, NBC Thesaurus
Representative.....The Katz Agency

Personnel

President.....C. O. Campbell
General Manager.....Franz Robischon
Station Manager.....V. Braunberger
Publicity Director.....Frank Manzari
Program Director.....Julie Bell
Chief Announcer.....Harry Turner
Musical Director .....Harry Turner
Chief Engineer.....Jeff Kiichli

KRBM

BOZEMAN—EST. 1939

BLUE NETWORK—NBC
Z-BAR NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..KRBM Broadcasters, Inc.
Address.....103 W. Main St.
Phone Number.....1420
Transmitter Location.....East of Bozeman
Time on the Air.....7:30 a.m. to 10:30 p.m.
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....The Walker Co.

Personnel

President & Station Manager..Ernest A. Neath
Commercial Manager.....Win Neely
Sales Promotion.....George Davenport
Program Director.....Larry Binder
Chief Engineer.....Jack Provis

KGIR
BUTTE—EST. 1929
NATIONAL BROADCASTING CO.
Z-BAR NET

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Address .....Butte
Phone Number.....22-3-4
Transmitter Location.....121 W. B'way
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth; C. P. McGregor; Keystone
Representative.....The Walker Co.

Personnel

Manager.....Ed. B. Craney
Sales Manager.....Arne Alzjoh
Chief Engineer.....Jack Provis

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KFBB
GREAT FALLS—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By...Buttrey Broadcast, Inc.
Address.....605 First National Bank Building
Phone Number.....4377, 4378
Transmitter Location..4½ miles west of Great Falls
Time on the Air....6 a.m. to 11:30 p.m. daily; 8 a.m. to 11:30 p.m. Sunday
News Service.....UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.....Weed & Company.

Personnel

President.....F. A. Buttrey
Program Director.....LeRoy Stah'
Chief Engineer.....Wilbur Myhre

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KPFA
HELENA—EST. 1937
NATIONAL BROADCASTING CO.—Z BAR NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Peoples Forum of the Air
Address.....1306 Eleventh Ave.
Phone Number.....1240
Transmitter Location.....Helena
Time on the Air.....8 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth, NAB

KGHL
BILLINGS, MONTANA

AFFILIATED STATION
The Dominant Station in Montana and Northern Wyoming
5000 WATTS • 790 Kc. • N. B. C.
Represented by THE KATZ AGENCY, Inc.

Representative.....The Walker Co., Pacific Northwest Broadcasters

Personnel

President.....Barclay Craighead
Station Manager.....K. O. MacPherson
Chief Engineer.....R. D. Martin

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KGEZ

KALISPELL—EST. 1927

Frequency: 1340 Kc.....100 Watts
Lessee.....A. W. Talbot
Operated By.....Donald C. Treloar
Address.....203 - 1st Ave. E.
Phone Number.....332 (Office), Rural 3220 (Transmitter)
Transmitter Location.....2½ miles south of Kalispell, on Highway No. 93
Time on the Air.....8 a.m. to 8 p.m.
News Service.....UP
Transcription Service .....MacGregor

Personnel

President.....A. W. Talbot
Station & General Manager..Donald C. Treloar
Commercial Manager.....Glenn E. Millhouse
Program-Musical Director....Oliver G. Colburn
Chief Engineer.....Oliver G. Colburn

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KRJF

MILES CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Business Address.....13 N. Sixth St.
Phone Number.....60, 61
Studio Address.....U. S. Highway No. 212
Transmitter Location...U. S. Highway No. 212
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 9 p.m.
Newspaper Affiliation.....Miles City Star
News Service .....UP
Transcription Service....World Broadcasting; C. P. MacGregor; Keystone Broadcasting System

Personnel

General Manager.....W. F. Flinn
Station Manager.....Don Tannehill
Program Director.....R. D. Wilson
Chief Engineer.....I. A. Elliot

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KGVO

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Mosby's Inc.
Address.....132 W. Front St.
Phone Number.....2155
Transmitter Location.....Highway No. 10
Time on the Air.....6:45 a.m. to midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Howard Wilson Co.

Personnel

President and Station Manager....A. J. Mosby
Assistant Manager-Program Director, James Alden Barber
Sales Manager.....John R. Lindsay
Publicity Director.....Merrilyn Wentz
War Programs.....Ione Furniss
Record MC.....Syd McSloy
Chief Engineer.....Fred U. Wamble

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KGCX

SIDNEY—EST. 1926

—KEYSTONE BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....E. E. Krebsbach
Business Address .....108 S. Central Ave.
Phone Number.....408
Studio Address.....Suckstorff Bldg.
Transmitter Location.....4½ miles N. E. of Sidney
Time on the Air.....8 a.m. to 8:15 a.m.
Transcription Service .....World

Personnel

President-Station Manager....E. E. Krebsbach
Sales Manager.....J. F. Krezbach
Program Director.....Helen Knopp
Chief Engineer .....Frank Toomey

FOR QUALITY
AP !

NEBRASKA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KORN

FREMONT—EST. 1939

NEBRASKA WIRELESS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Nebraska Broadcasting Corporation
Address.....Pathfinder Hotel
Phone Number.....1060, 1061
Transmitter Location....1 mile east of Fremont
Time on the Air.....6 a.m. to 9:30 p.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears and Ayer, Inc.

Personnel

President.....Arthur Baldwin
General Manager.....Lumir Urban
Commercial Manager.....Lumir Urban
Program Director.....Natalie Mensing
Chief Announcer.....Richard Coffey
Publicity .....Esther Hosterman
Record MC.....Jim O'Neill
Chief Engineer.....H. G. Alexander

KMMJ

GRAND ISLAND—EST 1926

Frequency 750 Kc.....Power: 1000 Watts
Owned-Operated By.....KMMJ, Inc.
Address .....Ceder at Division
Phone Number.....703
Transmitter Location.....Phillips, Nebr.
Time on the Air.....Sunrise to Sunset
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

President.....Don Searle
Station Manager.....Wick Heath
Commercial Manager.....Rex Lathen
Publicity .....Ed Skinner
Program Director.....Orie Kerwood
Production Manager.....Dutch Woodward
Record MC .....Orie Kerwood
Musical Director.....Dave Rogers
Chief Engineer.....D. Swanson
Chief Announcer.....George C. Kister

KHAS

HASTINGS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Nebraska Broadcasting Co.
Address.....Tribune Bldg.
Phone Number.....1745-6
Transmitter Location.....Tribune Bldg.
Time on the Air....Weekdays 6:30 a.m. to 10 p.m.; Sundays 8:30 a.m. to 9 p.m.
Newspaper Affiliation..Hastings Daily Tribune
News Service.....AP
Transcription Service .....World Broadcasting System

Personnel

President.....Fred A. Seaton
Station Manager.....Duane L. Watts
Program Director.....Max Brown
Chief Engineer.....Harold Hardy

KGFW

KEARNEY—EST. 1928

KEYSTONE BROADCASTING SYSTEM
NEBRASKA RADIO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Nebraska Broadcasting Corporation
Address.....Federal Annex Bldg.
Phone Number.....Executive office, 23541, Program Dept., 31551
Transmitter Location.....South Central Ave.
Time on the Air.....6:30 a.m. to 9:00 p.m.
News Service.....AP
Transcription Service .....Keystone
Representative.....Sears & Ayer, Inc.

Personnel

General Manager.....Lloyd C. Thomas
Station-Commercial Manager.E. Anson Thomas
Program Director.....Peg Biber
Publicity Director.....Harry Gehrett
Musical Director .....Peg Biber
Chief Engineer.....Jack Lewis
Chief Announcer.....Leonard East
Artists Bureau.....Emil Swanberg

KFAB

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 10000 Watts
Owned-Operated By.....KFAB Broadcasting Company
Address .....Sharp Bldg.
Phone Number.....2-3214
Transmitter Location....17th and Holdrege Sts.
Time on the Air.....5 a.m. to 12:05 a.m.
Newspaper Affiliation.....Nebraska State Journal, Lincoln Star
News Service.....AP & UP
Transcription Service .....Standard Radio, Columbia Master Works
Representative.....Paul H. Raymer Co.

Personnel

President .....Fred Sidles
General Manager .....Hugh M. Feltis
Station Manager .....Earl Williams
Sales Promotion Manager.....Harold E. Roll
Program Director .....W. E. MacDonald
Publicity Director.....Dan Shoemaker
Music Librarian.....Alene McKinney
Chief Engineer.....Mark Bullock

KFOR

LINCOLN—EST. 1924

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Cornbelt Broadcasting Corporation
Address.....Stuart Bldg.
Phone Number 2-6965
Transmitter Location.....4745 Vine St.
Time on the Air..7 a.m. to 12 midnight; 8 a.m. to 12 midnight Sundays
News Service.....INS; AP
Transcription Service .....Standard Radio, Associated, BMI
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Charles T. Stuart
General Manager.....Gordon Gray
Station Manager.....Melvin Drake
Promotion Manager.....Bill Malone
Program Director.....Ozzie Osborn
Chief Announcer.....Sam Clark
Chief Engineer.....Charles Winkler

WJAG

NORFOLK—EST. 1922

Frequency: 780 Kc.....Power: 1000 Watts
Owned-Operated By.....Norfolk Daily News
Business Address .....Hotel Norfolk
Phone Number.....432
Studio Address.....Hotel Norfolk
Transmitter Location.....West of Norfolk
Time on the Air: 6:30 a.m. to 6 p.m.; Sundays, 9 a.m. to 5:15 p.m.
Newspaper Affiliation.....Norfolk Daily News
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....The Walker Co.

Personnel

President.....Gene Huse
Station Manager.....Art Thomas
Sales Manager.....Harold Kline
Chief Engineer.....Frank Weidenbach

KODY

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WOW, Inc., Omaha
Address.....1521 West 12th St.
Phone Number 382
Time on the Air.....6 a.m. until 12 midnight
News Service.....UP and AP
Transcription Service....Standard, Lang-Worth
Representative.....John Blair & Co.

Personnel

President.....John J. Gillin, Jr.
General Manager.....John Alexander
Commercial Manager.....Joe Di Natale
Chief Engineer.....Buford Eaves

KBON

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Inland Broadcasting Company
Address .....2027 Dodge Street
Phone Number.....Jackson 8282
Transmitter Location.....2027 Dodge St.
Time on the Air.....6 a.m. to midnight
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative.....William G. Rambeau Co.

Personnel

President.....John K. Morrison
Station Manager.....Paul R. Fry
Sales Promotion Manager.....M. K. Doyle
Production Manager.....R. McCann
Chief Engineer .....Richard Wina
Program Director.....Marie C. Maher
Record MC.....Don Perazzo

KOIL

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Central States Broadcasting Co.
Address.....Omaha National Bank Bldg.
Phone Number.....Jackson 7626
Transmitter Location.....Council Bluffs, Iowa
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7 a.m. to 12:05 a.m.
News Service.....INS; AP
Transcription Service.....Standard Radio, Associated
Representative.....Edward Petry & Co.

Personnel

President.....Charles T. Stuart
Sales Manager.....W. O. Edholm
General Manager.....Gordon Gray
Assistant Manager .....Harold Hughes
Sales Prom-Merchandising Mgr.....Earl W. Malone
Program Director .....Harold Hughes
Musical Director.....Teresa Bredar
Chief Engineer.....Charley Winkler

KOWH

OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc.....Power: 500 Watts
Owned By.....World Publishing Co.
Operated By.....Omaha World-Herald
Business Address.....15th and Farnam Sts.
Studio Address.....World Herald Bldg.
Transmitter Location...Northwest of Omaha
Time on the Air.....6 a.m. to local sunset
News Service .....UP
Transcription Service.....Standard Radio
Representative...George P. Hollingbery Co.

Personnel

President.....Henry Doorly
Station Manager.....B. C. Corrigan

WOW

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.Radio Station WOW, Inc.
Address..Insurance Building, 17th & Farnam Streets
Phone .....Webster 3400
Transmitter Location....56th & Kansas Avenue
Time on the Air..5:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1:05 a.m.
News Service.....UP, Chicago Daily News Foreign Service, AP
Transcription Service.....NBC Thesaurus; Lang-Worth; Standard
Representative.....John Blair & Company

Personnel

President and General Mgr..John J. Gillin, Jr.
Asst. Mgr. in Charge of Sales....Harry Burke
Promotion Manager.....Bill Wiseman
Program Manager .....Lyle DeMoss
Publicity Director.....Bill Wiseman
Director of War Programs.....Harry Burke
Sports Editor.....Tom Dailey
Musical Director.....Stanley Rucker
Chief Engineer.....Wm. J. Kotera

KGKY

SCOTTSBLUFF—EST. 1930

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hilliard Co.
Business Address .....1517 Broadway
Phone Number 856
Studio Address .....1517 Broadway
Transmitter Location .....South Broadway
Time on the Air.....6 a.m. to 10 p.m.
News Service .....UP
Transcription Service .....NBC Thesaurus; Standard Radio

Personnel

Manager.....L. L. Hilliard
Asst. Manager.....R. M. Stewart
Chief Engineer .....H. Morrison

NEVADA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KENO

LAS VEGAS—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nevada Broadcasting Company
Business Address.....P. O. Box 1310
Phone Number 1400
Studio Address .....El Rancho Vegas
Transmitter Location.....El Rancho Vegas
Time on the Air.....7:45 a.m. to 11 p.m.
News Service..... INS
Transcription Service.....NBC Thesaurus
Representative.....Homer Owen Griffith

Personnel

Station Manager.....Maxwell Kelch
Commercial Manager.....Paul R. Gang
Program Director.....Don J. Erskine

KOH

RENO—EST. 1928

BLUE NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting Co. of Nevada
Address.....143 Stevenson Street
Phone Number 5106-7
Transmitter Location.....County Road, Sparks, Nevada
Time on the Air....6:00 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation..The Sacramento Bee; Modesto Bee; Fresno Bee
News Service .....UP
Transcription Service .....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Manager.....Robert L. Stoddard
Chief Engineer.....Irwin Carlsen

We PUT it there!

Gardner *Advertising* Company

NEW YORK — SAINT LOUIS

915 OLIVE STREET · · ST LOUIS 1, MO

November 3, 1944

Mr. Del Wyant, Promotion Director
Radio Station WHEB
Portsmouth, New Hampshire

Dear Mr. Wyant:

Thank you for that splendid brochure you sent us reporting on your WHEB "Tom Mix Party!" Frankly, we have been very much impressed with it.

You may be interested to know that your report has been passed around to everybody at The Ralston Purina Company. They have all been lavish in their compliments. The whole affair was one of those grand jobs that mere words cannot repay.

To you goes our sincere appreciation for all the co-operation you have given us. We feel that the substantial increase in the Tom Mix Hooperating for the month of October is due in no small part to such grand promotional achievements as yours.

Cordially yours,

GARDNER ADVERTISING COMPANY

Clare Cari Cari

(Mrs. J. B. Cari-Cari)

CCC:ACB

BLUSHINGLY, we sunshine this page of praise.

- Typically, it attests both as to Quality and Quantity of WHEB Pro-MOTIONS. "Tom Mix Party" for Ralston Purina Company serves active proof of how it's done. Inset photo proves kids liked it, too!
- Yes, WHEB puts the MOTION in Pro-MOTION!

WHEB

PORTSMOUTH, NEW HAMPSHIRE

Represented Nationally by:

William G. Rambeau Co. — Bertha Bansman

New York · · Chicago · Los Angeles — Boston

NEW HAMPSHIRE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WKNE

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....WKNE Corporation
Address.....17 Dunbar St.
Phone Number.....Keene 2080
Transmitter Location..... Stanhope Ave.
Time on the Air.....6:30 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service.....Lang-Worth
Representative .....Headley-Reed Co.

Personnel

President .....Harry C. Wilder
Vice President-General Manager.....David Carpenter
Commercial Manager.....Richard G. Bath
Program Director.....Robert M. Peebles
Promotion Director.....Esther Linder
Chief Engineer .....Ernest Batchelder

WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Northern Broadcasting
Address .....653 Main Street
Phone Number..... Laconia 501
Transmitter Location.....Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air.....7:00 a.m. to 11:15 p.m.;
News Service ..... AP
Transcription Service .....NBC Thesaurus
Representative.....Bertha Bannan

Personnel

President..... Vernon Mason
General Manager.....Martin B. Avery
Chief Engineer .....Louis Steady

WFEA

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.
YANKEE NETWORK, NEW ENGLAND
REGIONAL NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....N. H. Broadcasting
Address....Carpenter Hotel, 323 Franklin St.
Transmitter Location.....Merrimack, N. H.
Time on the Air.....6 a.m. to 12:05 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative: Weed & Co.; Bertha Bannan

Personnel

President.....Harry M. Bitner
Station Manager.....Caleb Paine
Commercial Manager.....Caleb Paine
Chief Engineer.....Reginald A. B. Schow

WMUR

MANCHESTER—EST. 1941

BLUE NETWORK

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By..Radio Voice of New Hampshire, Inc.
Address..... 1819 Elm Street
Phone Number 2090-2091
Transmitter Location.....Front Street
Time on the Air.....6 a.m. to 11:30 p.m.
News Service..... AP
Transcription Service.....World Broadcasting System
Representative.....Spot Sales, Inc.
R. C. Foster & Company

Personnel

President .....Francis P. Murphy
Station Manager .....Harvey Carter
Commercial Manager.....Hervey Carter
Chief Engineer.....Vincent H. Chandler

WHEB

PORTSMOUTH—EST. 1932

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 750 Kc.....Power: 1000 Watts
Owned-Operated By.....WHEB, Inc.
Address.....Lafayette Road, U. S. Highway No. 1
Phone Number 2670
Transmitter Location....Lafayette Road, U. S. Highway No. 1
Time on the Air: 6 a.m. to hour after local sunset; Sundays, 7:45 a.m. to hour after local sunset
News Service..... AP
Transcription Service..NBC Thesaurus, World Broadcasting System
Representative.....Wm. G. Rambeau
Bertha Bannan

Personnel

Owner.....Hon. Charles M. Dale
General Manager .....Bert Georges
Sales Manager .....Keith Field
Program Director.....Winslow Bettinson
Production Manager-Publicity.....Dal Wyant
Chief Announcer.....Philip N. Johnson
Director War Programs.....W. Bettinson
Musical Director.....Robert Athearn
Chief Engineer.....Paul Lindsay

BUY THIS WHOM PACKAGE!

A BIG **3** for **1** VALUE . . .

More Italians than in Leghorn and Bologna, Italy combined

More Poles than in Krakow, Poland

More Americans than in St. Louis, Boston, Washington and Los Angeles combined

Ask for details on the Tri-Lingual package featured by

1480 ON YOUR DIAL

WHOM

A COWLES STATION

Represented nationally by the Katz Agency
N. Y. studios and sales offices
29 W. 57th St., N. Y. C. 19, N. Y.
PL 3-4204

Jersey City Studios—2866 Hudson Blvd.

WATCH WHOM IN "FORTY-FIVE"

1000 watts day • 500 watts night

NEW JERSEY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WCAP

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. .....Power: 500 Watts
Owned-Operated By .....Radio Industries Broadcast Company, Inc.
Business Address.....4 Convention Hall
Phone Number.....Asbury Park 1911
Studio Address....Marine Studios, Boardwalk Convention Hall
Transmitter Location.....W. Bangs Avenue, Neptune, N. J.
Time on the Air: Shares with WCAM & WTNJ
News Service .....AP
Representative.....Spot Sales, Inc.

Personnel

President.....Walter W. Reid, Jr.
Station Manager.....V. N. Scholes
Chief Announcer.....Robert Scott
Chief Engineer.....V. I. Gordon

WBAB

ATLANTIC CITY—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Press-Union Publishing Co.
Business Address.....1900 Atlantic Ave.
Phone Number 5-1111
Studio Address....Absecon Blvd. and Beach Thorofare
Transmitter Location: Absecon Blvd. & Beach Thorofare
Time on the Air.....7 a.m. to 12:05 midnight
Newspaper Affiliation: Atlantic City Press; Atlantic City Evening Union
News Service .....AP
Transcription Service.....World Broadcasting System
Representative..... Headley-Reed Co.

Personnel

President .....Albert J. Feyl
General Manager.....Monroe L. Mendelsohn
Program Director.....Ralph Shoemaker
Chief Engineer .....Earle Godfrey
War Programs.....Monroe Mendelsohn

WFPG

ATLANTIC CITY—EST. 1940

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Neptune Broadcasting Corporation
Business Address ..... Steel Pier
Phone Number.....I-2188
Transmitter Location.....Steel Pier
Time on the Air.....6:55 a.m. to 1 a.m.
News Service.....UP
Transcription Service .....Associated Music
Representative.....Burn-Smith Company, Inc.

Personnel

President.....John J. Laux
Station Manager.....Edwin E. Kohn
Program Director.....Edgar A. Sweet
Chief Engineer.....Blair K. Thron
Record MC.....Ray Starr

(See Page 557)

WSNJ

BRIDGETON—EST. 1937

KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

Frequency. 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Eastern States Broadcasting Corp.
Address.....P. O. Box 166
Phone Number .....Bridgeton 1600
Transmitter Location.....Carll's Corners
Time on the Air....Sunday, 7 a.m. to 10 p.m.; Monday and Tuesday, 7 a.m. to 9 p.m., Wednesday, Thursday, Friday & Saturday, 7 a.m. to 8:05 p.m.
News Service .....UP
Transcription Service....Keystone, Lang-Worth
Representative.....Thomas F. Clark Co., Inc.

Personnel

President-Manager .....Elmer Wene
Station Manager .....Paul Alger
Commercial Manager.....Burt McKinnie
Program Manager .....Lowell Ayars
Chief Announcer.....Charles D. Murray
Record MC.....Earl Becktel
Chief Engineer.....Francis C. Fekel
War Programs.....Lowell C. Ayars

WCAM

CAMDEN—EST. 1926

Frequency: 1280 Kc.....Power: 500 Watts
Owned-Operated By.....City of Camden
Address .....City Hall
Phone Number.....Camden 8690
Transmitter Location....Civic Center, Camden
Time on Air: Sun. 10:15 a.m. to 12:30 p.m.; 3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m., 2 to 5 p.m., 8 to 12 midnight; Tues., 2 to 5 p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.; Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m., 2 to 5 p.m., 9 to 12 midnight; (No time Saturday)
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Mack Radio Sales Co.

Personnel

Chief Executive....Mayor George E. Brunner
Manager-Chief Engineer...Clarence E. Onens
Sales Promotion Manager.....L. M. Maxwell
Program Director.....Elizabeth Renner
Production Manager.....William Markward

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WHOM

JERSEY CITY—EST. 1928

Frequency: 1480 Kc. ..Power: 1000 d.; 500 n.
Owned-Operated By....New Jersey Broadcasting Corporation
Operated By.....Cowles Broadcasting Co.
Business Address..29 W. 57th St., New York, N. Y.
Phone Number.....Plaza 3-4204
Studio Addresses.....2866 Hudson Boulevard; 29 W. 57th St., New York City
Transmitter Location.....Washington Street
Time on the Air.....6:30 a.m. to 1 a.m.
News Service.....AP & UP
Transcription Service.....Lang-Worth; BMI
National Sales Office....H. T. Ens, Jr., 29 West 57th St., N. Y. C.
Representatives.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
Station Manager.....Craig Lawrence
Commercial Sales Manager.....J. M. Compter
Program Director-Production Manager Chas. Baltin
Publicity Director.....Fred Coll
Sales Promotion Manager.....Jack Paige
Musical Director.....Joseph DeLuca
Chief Engineer .....Theodore Gemp

(See Page 496)

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WAAT

NEWARK—EST. 1926

NEW JERSEY STATE NETWORK

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By .....Bremer Broadcasting Corporation
Address .....11 Hill St., Newark
Phone Number.....Mitchell 2-6400
Studio Address.....15 Hill St., Newark
Transmitter Location.....Kearny
Time on the Air.....24 hours daily
News Service.....UP & AP
Transcription Service.....World Broadcasting System, Associated
Representative.Radio Advertising Co., Chicago

Personnel

Executive Vice-President-General Manager Irving Robert Rosenhaus
Vice-President in Charge of Sales, A. B. Schillin
Vice President in Charge of National Sales Victor Bennett
Program Director.....Dale Kennedy
Director War Activities.....Ed Cossman
Production Manager.....Lee Stewart
Director of Research.....Jay Stanlee
Publicity.....Roland Trenchard
Chief Announcer .....David Miller
Record MC.....Paul Brenner
Chief Engineer.....Frank V. Bremer
Musical Director.....Gus Steck
Technical Supervisor.....Frank V. Bremer

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WHBI

NEWARK—EST. 1922

Frequency: 1280 Kc...Power: 2500 d.; 1000 n.
Owned-Operated By .....May Radio Broadcast Corp.
Address .....100 Shipman Street
Phone Number .....Mitchel 2-7354
Transmitter Location..... Newark
Time on the Air.....Limited

Personnel

President-General Manager..James L. Shearer

•

WPAT

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By....North Jersey Broadcasting Co., Inc.
Address .....7 Church St., Paterson
Phone Numbers....Armory 3-3400 (Paterson)
Transmitter Location.....Clifton, N. J.
Time on the Air.....To local sunset
News Service .....UP
Transcription Service.....Associated Music Publishers
New York Office.....1501 Broadway
Representative.....Howard H. Wilson Co.

Personnel

President.....James V. Cosman
Vice-President and General Manager Sidney J. Flamm
Commercial Manager .....A. Lewis King
Sales Promotion.....Bernard J. Shaw
Chief Announcer .....Wm. Bohack
Program Director.....Ted Webbe
Publicity Director .....David Golden
Record MC .....Bob Bright
Chief Engineer.....Earl F. Lucas

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WBRB

RED BANK—EST. 1944

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By..Monmouth Broadcasting Co., Inc.
Address.....63-65 Broad St.
Transmitter Location.....63 Broad St.
Time on the Air.....Show Time
Representative.....Forjoe & Company

Personnel

Sales Manager.....John C. Bird

WTNJ

TRENTON—EST. 1923

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....WOAX, Inc.
Address .....416 Bellevue Avenue
Phone Number 8149
Transmitter Location: Lincoln Point, Morrisville, Pa.
Time on the Air..7 a.m. to 10:30 a.m.; 5 p.m. to 8 p.m.
News Service..... UP
Transcription Service....Langworth; C. P. Mac Gregor

Personnel

Vice-President-General Manager..F. J. Wolff
Commercial Manager.....A. M. Jordan
Sales Promotion Manager.....J. A. Marti
Chief Engineer.....Edward P. Knowles

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WTTM

TRENTON—EST. 1941

NATIONAL BROADCASTING COMPANY

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By....Trent Broadcast Corp.
Address.....35 West State St.
Phone Number 2-7127
Transmitter Location.....Yardley, Pa.
Time on the Air.....7:30 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Associated
Representative .....Spot Sales, Inc.

Personnel

President.....Elmer H. Wene
Station Manager .....Paul Alger
Chief Engineer.....Theodore P. Kilmer

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WAWZ*

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
Owned By .....Pillar of Fire
Operated By.....Alma White College
Address ..... Zarephath
Phone Number .....Bound Brook 223
Transmitter Location..Alma White College, Zarephath
Time on the Air.....Shares time

Personnel

President .....Bishop Alma White
Chief Engineer.....N. L. Wilson

(Non-Commercial Station)

NEW MEXICO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KGGM

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By..New Mexico Broadcasting Company
Address .....Box 1388
Phone Number 4544
Transmitter Location..Rio Grande River Delta, West of Albuquerque
Time on the Air:.....6 a.m. to 12 midnight
News Service.....Transradio; UP
Transcription Service....World Broadcasting System
Representative .....Weed & Co.

Personnel

General Manager.....A. R. Hebenstreit
Acting Manager.....Bob Bissell
Sales Promotion Manager.....Jerry Oppel
Program Director .....Robert Chapman
Publicity .....I. Stockwell
Musical Director.....Walt. Peterson
Chief Engineer.....Leonard Dodds

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KOB

ALBUQUERQUE—EST. 1921

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 770 Kc...Power: 50000 d.; 25000 n.
Owned-Operated By....Albuquerque Broadcasting Company
Address.....418 West Gold Avenue
Phone Number..... 4411
Transmitter Location...Alameda, New Mexico
Time on the Air:.....6 a.m. to 12 midnight
News Service .....INS, AP
Transcription Service.....BMI, Ascap
Representative.....Free & Peters, Inc.

Personnel

President .....T. M. Pepperday
Manager ..... Frank Quinn
Traffic Manager.....Martha Summers
Chief Engineer.....Geo. S. Johnson

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KAVE

CARLSBAD—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Carlsbad Broadcasting Co.
Address .....800 South Canal Street
Phone Number 244
Transmitter Location.....La Huerta, N. M.
Time on the Air .....7 a.m. to 9 p.m.
News Service ..... UP
Representative.....Howard H. Wilson Co.

Personnel

General Manager.....Norman R. Loose
Chief Engineer .....Carl C. Cook

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KICA

CLOVIS—EST. 1933

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated by.....DeWitt Landis
Address.....4th & Main
Phone Number 3
Transmitter Location .....Clovis
Time on the Air.....Full Time
News Service ..... UP
Transcription Service.....Associated Record Program Service Publishers
Representative.....Spot Sales, Inc.

Personnel

Station-Commercial Manager..R. B. McAllister
Sales Promotion.....Grady Maples
Chief Engineer.....Vernon Hughes

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KWEW

HOBBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By .....W. E. Whitmore
Address .....Hardin Hotel
Transmitter Location .....Hobbs
Time on the Air.....7 a.m. to 9 P.M.
News Service.....UP
Transcription Service.....C. P. MacGregor

Personnel

President-Owner .....W. E. Whitmore
Station Manager.....Gertrude Dimpel
Chief Engineer.....Roy T. Evans

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KFUN

LAS VEGAS—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasters, Inc.
Business Address.....P. O. Box 710
Phone Number 12
Studio Address.....½ mile east of Las Vegas
Transmitter Location
½ mile east of Las Vegas
Time on the Air: 7 a.m. to 9 p.m.; Sundays, 11 a.m. to 7 p.m.

News Service .....UP
Transcription Service..Standard Radio, World Broadcasting System
Representative.....William G. Rambeau Co.

Personnel

President-Station Manager....E. N. Thwaites
Program Manager.....Dorothy G. Thwaites
Spanish Department.....Henry R. Tafoya, Jr.
Chief Engineer.....A. F. Schultz

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KGFL

ROSWELL—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....KGFL, Inc.
Address .....310 N. Richardson Street
Phone Number 288
Transmitter Location .....511 W. 16th Street
Time on the Air .....6:30 a.m. to 9 p.m.
Transcription Service .....C. P. MacGregor

Personnel

Station Manager.....W. E. Whitmore
Commercial-Sales Promotion Manager
John McBoyle
Program Director-Chief Announcer
Jack Whiteman
Chief Engineer .....Melvin Unger

KVSF

SANTA FE—EST. 1934

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....New Mexico Broadcasting Co.
Address .....759 Cerillos Road
Phone Number 2020
Transmitter Location .....Santa Fe
Time on the Air.....7 a.m. to 11 p.m.
Transcription Service.....World
Representative .....Weed & Co.

Personnel

President .....A. R. Hebenstriet
Manager .....Ivan Head

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KTNM

TUCUMCARI—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Krasin-Krutzner
Address ..... Tucumcari
Phone Number 100
Transmitter Location .....Tucumcari
Time on the Air.....7 a.m. to 7:15 p.m.
Transcription Service.....Standard Radio
Representative .....Cox & Tanz

Personnel

Station Manager .....Lester Knasin

FOR QUALITY

AP !

WOKO

Basic CBS

for low-cost coverage and *experienced* dealing with the buyers of the Capital Area—one of the top markets of the country.

The RADIO CENTRE STATION

W O K O

ALBANY — TROY — SCHENECTADY

NEW YORK

National Representatives: J. P. McKinney & Son

NEW YORK

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WABY

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Adirondack Broadcasting Co., Inc.
Address..... Radio Centre
Phone Number 4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air.....7 a.m. to 2 a.m.
Newspaper Affiliation...Knickerbocker News
News Service .....UP, Transradio
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Herbert Lundberg
Sales Promotion Manager.....Paul Dennis
Program Director.....Joseph E. Nolan
Director War Programs.....Joseph E. Nolan
Musical Director.....Carl Miller
Chief Engineer.....James A. Corey
Record MC.....E. L. Trudeau

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WOKO

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.: 500 n.
Owned-Operated By.....WOKO, Inc.
Address ..... Radio Centre
Phone Number..... 4-4193
Transmitter Location.....Central Avenue
Time on the Air.....6:45 a.m. to 1:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service .....UP, Transradio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Promotion Manager.....Paul Dennis
Program Director.....Carl Mattison
War Programs.....Carl Mattison
Musical Director.....Carl Miller
Chief Engineer.....O. A. Sardi
Record MC.....Forrest Willis

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WMBO

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Address.....Metcalf Building, 141 Genesee St.
Phone Number 433
Transmitter Location.....Corner York and Division Streets
Time on the Air.....8 a.m. to 11:15 p.m.
Newspaper Affiliation.....Auburn Citizen-Advertiser
News Service ..... AP
Transcription Service .....Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....William O. Dapping
General Manager .....Frederick L. Keesee
Musical Director-Publicity Director .....Dorothy Bolin
Chief Engineer.....Herbert House

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WBTA

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Broadcasting Corporation
Address .....90 Main Street
Phone Numbers.....715; 716; 2100
Transmitter Location .....Creek Road
Time on the Air....7 a.m. to 11 p.m.; Sundays, 9 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....Sears & Ayer, Inc.

Personnel

President.....E. R. Gamble
Station Manager.....Carl R. Switendick
Sales Manager.....Frederick R. MacLaughlin
Program Director .....Harriette Taylor
Chief Engineer .....Howard Cochran

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WNBF

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
Owned-Operated By.....Wylie B. Jones Advertising Agency
Address .....Arlington Hotel
Phone Number.....Binghamton 2-3461
Transmitter Location .....Ingraham
Time on the Air.....6 a.m. to 1:05 a.m.
News Service .....UP
Transcription Service ...World Broadcasting
Representative.....John Blair & Co.

ON WLIB YOU'LL *Never* HEAR . . .

CUSTOM-PROGRAMMED to the Cream of the New York Market!

▶ **WLIB** carries your advertising message into the homes of New York's solid middle income families.

▶ **WLIB's** civilized programs avoid irritating its listeners with what they *don't* want. Gives them plenty of what they do want. "The Popular Classics with a Blend of the Modern" . . . a winning combination, not consistently duplicated by any other New York station.

▶ **RESULTS:** 66% of WLIB's listeners are over 30 years of age ("Pulse of New York")* 69% of WLIB's listeners are middle income ("Pulse of New York")* . . 61% of WLIB's listeners do not tune in on any other station 15 minutes before or after listening to WLIB ("Pulse of New York")* . . . WLIB gained 20% greater share of total audience (Jan. 1944 to Oct. 1944) †

* "Pulse of New York" †Hooperatings

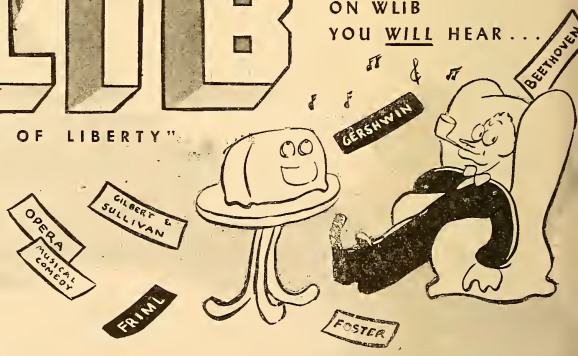
NEW YORK'S

WLIB

"THE VOICE OF LIBERTY"

WLIB Delivers Your Advertising Message Where It Will Do YOU The Most Good!

ON WLIB YOU WILL HEAR . . .



1190

ON YOUR DIAL

CLEAR CHANNEL

Personnel

President .....John C. Clark
General Manager.....Cecil D. Mastin
Sales Promotion Manager...E. Ray McCloskey
Program Director.....E. Ray McCloskey
Musical Director.....W. J. Gillen
Chief Engineer.....Lester H. Gilbert
Record MC.....Ralph Carroll

•

WBYN

BROOKLYN—EST. 1941

Frequency: 1430 Kc...Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn, Inc.
Address.....1 Nevins St., Brooklyn
Phone Number .....TRiangle 5-3300
Transmitter Location.....583 Meserole St.
Time on the Air.....Unlimited
News Service .....AP; INS
Transcription Service.....NBC Thesaurus

Personnel

General Manager.....William Norins
Program Director.....Tedd Lawrence
Chief Engineer.....Peter Testan

(See Page 506)

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WBBR

BROOKLYN—EST. 1934

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By....Peoples Pulpit Assn.
Address .....124 Columbia Heights
Phone Number .....MAin 4-9735
Transmitter Location.....Rossville, Staten Island
Time on the Air..... Shares time

Personnel

Manager.....Andrew K. Wagner
(Non-Commercial Station)

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WLIB

BROOKLYN—EST. 1942

Frequency: 1190 Kc.....Power: 1000 Watts
Owned-Operated By.....WLIB, Inc.
Address .....846 Flatbush Avenue
Phone Number .....BUckminister 7-5900
Transmitter Location.....180 Morgan Ave.
Time on the Air....Sunrise to sunset in Ft. Wayne, Ind.
News Service.....AP, UP, Reuters
Newspaper Associated.....New York Post
Transcription Service .....Associated Music and World
National Representative.....The Forjoe Co., Chicago

Personnel

Owner.....Dorothy S. Thackrey
President .....Elias Godofsky
Sales Manager.....Robert M. Scholle
Station Manager.....Paul Gould
Program Director.....Leonard Carlton
Publicity Director.....Peggy Byrne
Chief Announcer .....Murray Jordon
Musical Director.....Eddy Brown
Technical Director.....Frank Kneck

•

WBNY

BUFFALO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Roy L. Albertson
Address.....485 Main Street
Phone Number .....Madison 4000
Transmitter Location.....154 E. Eagle St.
Time on the Air....7 a.m. to 1 a.m.; Sundays, 9 a.m. to 12 midnight
News Service .....Transradio; AP; UP

Personnel

General Manager.....Roy L. Albertson
Commercial Manager.....Virginia C. Fyda
Chief Announcer .....H. C. Schellenberg
Musical Director.....Arthur Crosson
Chief Engineer.....Thomas L. Vines

News Comes First

at

WBNY

★

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press, Associated Press and United Press services provide many outstanding beats . . . all Western New York follows WBNY's newscasts. Fifteen newscasts daily.

★

WBNY

Owned and Operated by
ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

Every Minute for the SPONSOR

To cover Brooklyn's Three Millions individually every minute—put Brooklyn's only full-time Radio Station, WBYN to work for your product...at the lowest cost per dollar...per listener...per result!

Every Minute for the LISTENER

a minute of news (A. P.—I. N. S.), local, state, national, overseas...then a minute of music...followed by a minute of racing results (*exclusive* "from the track" reports 12 to 8:30 daily)...then music again...then other sports...Continuous minute spotting of all you want to hear...on *one* station, WBYN the *only* Minute Station!

For availabilities, write WILLIAM NORINS, Gen. Mgr., Station WBYN, 1 Nevins Street, Brooklyn, N. Y.

WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Address .....Hotel Statler
Phone Number.....CLeveland 6400
Transmitter Location.....Grand Island, N. Y.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8:30 a.m. to midnight
Newspaper Affiliation.....Buffalo Evening News
News Service .....AP, UP
Transcription Service.....NBC Thesaurus; Lang-Worth; Standard
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
Station Manager.....C. Robert Thompson
Program Director.....Woodrow Magnuson
Publicity Director.....Darrell Martin
Chief Announcer and War Programs.....Edward Wegman
Musical Director.....Sinclair Armstrong
Record MC .....Clint Buehlman
Chief Engineer.....Ralph J. Kingsley
Record MC.....Clinton Buehlman

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WEBR

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WEBR, Inc.
Address .....23 North Street
Phone Number .....LIncoln 7133
Transmitter Location....Larkin Terminal Bldg.
Time on the Air....7 a.m. to 1 a.m.; Sundays, 8:30 a.m. to 1 a.m.
Newspaper Affiliation..Buffalo Courier-Express
News Service.....AP, INS
Transcription Service.....Lang-Worth Standard Radio
Representative.....Weed & Company

Personnel

President .....Paul E. Fitzpatrick
Station Director .....Cy King
Sales Manager.....William Doerr, Jr.
War Program Manager.....Albert H. Zink
Program Director.....Robert F. Kliment
Publicity .....Jim Kennedy
Chief Announcer .....C. L. Allen
Musical Director.....Irving Shire
Record MC .....Ed Tucholka
Chief Engineer .....Raymond Lamy

WGR

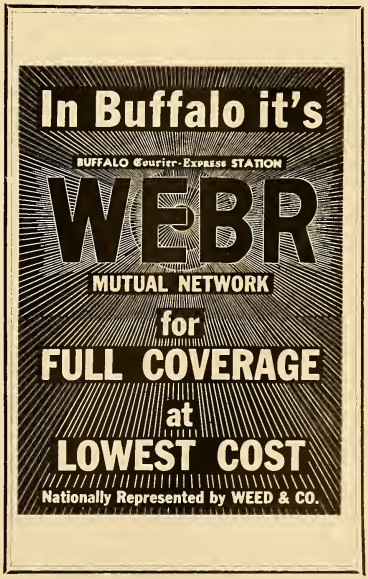
BUFFALO—EST. 1922

BLUE NETWORK

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.... Buffalo Broadcasting Corp.
Address .....Rand Bldg.
Phone Number..... Washington 3100
Transmitter Location.....Hamburg, N. Y.
Time on the Air .....6 a.m. to 2 a.m.
News Service..... UP
Transcription Service....World Broadcasting System
Representative.....Free & Peters

Personnel

President .....H. W. Deyo
Executive Vice-President.....I. R. Lounsberry
Sales Manager.....John A. Bacon
Program Manager .....Karl Hoffman
Sales Promotion .....R. McPherson
Chief Engineer.....Karl B. Hoffman



WKBW

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc.....Power: 50000 Watts
Owned-Operated By.....Buffalo Broadcasting Corp.
Address .....Rand Building
Phone Number .....Washington 3100
Transmitter Location.....Hamburg, N. Y.
Time on the Air.....18 hours daily
News Service..... UP
Transcription Service.....World Broadcasting System
Representative .....Free & Peters

Personnel

President .....H. W. Deyo
Executive Vice-President.....I. R. Lounsberry
Program Director .....Karl Hoffman
Sales Manager.....John A. Bacon
Sales Promotion Manager.....R. McPherson
Chief Engineer.....Karl B. Hoffman

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WENY

ELMIRA—EST. 1939

NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Elmira Star-Gazette
Business Address.....Mark Twain Hotel
Phone Number 5181
Studio Address.....Mark Twain Hotel
Transmitter Location.....Schuyler Ave.
Time on the Air: 7:30 a.m. to 2 a.m.; Sundays, 9 a.m. to 1 a.m.
Newspaper Affiliation..Elmira Star-Gazette; Sunday Telegram; Elmira Advertiser
News Service .....UP
Transcription Service....World Broadcasting
Representative.....J. P. McKinney & Son

Personnel

Director.....Dale L. Taylor
Sales Manager .....Phillip Cameron
Commercial Manager.....Ernest F. Oliver
Program Director.....Woodrow Ott
Chief Engineer.....Thurlow A. Greene

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WGBB

FREEPORT—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....H. H. Carman
Address.....44 So. Grove Street
Phone Number .....Freeport 2418
Transmitter Location.....215 Bedell Street
Time on the Air....Shares time; WBRB, WFAS
Transcription Service .....NBC Thesaurus

Personnel

Owner and General Manager...H. H. Carman
Commercial Manager .....Neal Seaman
Chief Engineer.....Robert Milos

WENT

GLOVERSVILLE—EST. 1944

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Sacandaga Broadcasting Corp.
Address.....8 West Fulton St.
Phone 4900
Transmitter Location.....Harrison Ave.
Time on the Air.....7 a.m. to midnight
News Service .....AP
Transcription Service .....Lang-Worth
Representatives.....Spot Sales, Inc.

Personnel

President & Station Manager..George F. Bissell
Sales Manager.....Arthur McCracken
Chief Engineer.....Wm. Murtough

•

WHCU

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 1000 Watts
Owned-Operated By.....Cornell University
Business Address.....Ithaca Savings Bank
Phone Number 3438
Studio Addresses: Ithaca Savings Bank Bldg.; Campus Studio; Cornell Countryman Bldg.; Cornell Campus
Transmitter Location.....Forest Home, Ithaca
Time on the Air.....6:30 a.m. to sundown New Orleans
News Service ..... UP
Transcription Service.....World Broadcasting System
Representative.....Howard H. Wilson Co.

Personnel

Station Manager.....Michael R. Hanna
Commercial Managers.....H. Stilwell Brown, Bernard F. Goodrich
Sales Promotion.....Theodore T. Howes
Program Director.....Joseph A. Short
Chief Announcer .....John Deal
Chief Engineer.....True McLean

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WJTN

JAMESTOWN—EST. 1936

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Broadcasting Company, Inc.
Address.....208 Hotel Jamestown Bldg.
Phone Number 7-151
Transmitter Location: Jones & Gifford Avenue and Hallock Street Extension
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP

Transcription Service .....Associated Music
Representative.....Wm. G. Rambeau Co.

Personnel

President.....Jay E. Mason
General Manager and
Treasurer.....Dayton S. Wilkins
Promotion Manager-Program
Director and War Programs....A. E. Spokes
Publicity Director .....Catherine Lindhstrom
Chief Engineer.....Harold J. Kratzert

WKNY

KINGSTON—EST. 1939

MBS—THE FRIENDLY GROUP

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Kingston Broad. Corp.
Address .....601 Broadway
Phone Number .....Kingston 4500
Transmitter Location.....Plainfield St., Ulster
Time on the Air.....7 a.m. to 12 midnight
News Service .....UP
Representative.....Spot Sales, Inc.

Personnel

President.....John J. Laux
Station Manager.....Lou Steketee
Commercial Manager.....George Hard
War Programs.....Dick McCarthy
Chief Engineer.....Francis Boisvert

(See Page 557)

For

RESULTS

In

Southwestern New York and
Northwestern Pennsylvania

Ask

William G. Rambeau
Company

About

WJTN

Jamestown, N. Y.

•

Blue Network

WALL

MIDDLETOWN—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Community Broadcasting Corp.
Business Address.....14 South St.
Phone Number 3119
Transmitter Location.....229 Monhagen Ave.
Time on the Air.....8 a.m. to 11 p.m.
News Service .....AP

Personnel

Co-Presidents.....Martin Karig, Jr.
Station Manager.....Martin Karig, Jr.
Commercial Manager.....Z. E. Van Fleet
Sales Promotion Manager....Arthur L. Cooper
Program Director.....John W. Jones
Chief Engineer.....M. Karig, Jr.

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WGNY

NEWBURGH—EST. 1934

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated By .....WGNY Broadcasting Co., Inc.
Business Address .....161 Broadway
Phone Number 4-600
Studio Addresses: 161 Broadway, Newburgh; 28 James St., Middletown
Tranmitter Location.....Cochecton Turnpike
Time on the Air.....8:00 a.m. to 5:30 p.m.
Newspaper Affiliations.....Poughkeepsie Newspapers, Inc.
News Service .....UP
Transcription Service .....Standard

Personnel

President.....Merritt C. Speidel
General Manager.....Harold W. Cassill
Sales Manager .....Joseph Rake
Program Director.....Richard Crans
Chief Engineer .....Marvin Seines
Record MC.....Joseph Dean

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WABC

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc.....Power: 50000 Watts
Owned-Operated By..Columbia Broadcasting System, Inc.
Business Address.....485 Madison Avenue
Phone Number.....Wickersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave., 251 W. 45th St.; 254 W. 54th St.; 109 W. 39th St., 111 E. 58th St.
Transmitter Location: Columbia Island, New Rochelle, N. Y.
Time on the Air...5.00 a.m. to 2 a.m.; Sunday, 6 a.m. to 2 a.m.

News Service.....AP; INS; UP
Transcription Service.....Associated Music Publishers; Langworth Feature Programs
Representative..... Radio Sales

Personnel

President .....William S. Paley
General Manager.....Arthur Hull Hayes
Commercial Manager.....John H. Field, Jr.
Sales Promotion Manager.....Jules Dundes
Program Director.....G. Richard Swift
War Programs.....G. Richard Swift
Manager of Studio Operation.....D. Gordon Graham
Director of Women's Programs .....Margaret Allen
Manager of Press Information.....J. E. Doyle
Script Editor.....Arnold Michaelis
Chief Engineer .....Henry Grossman
(For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks

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WBNX

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Broadcasting Co., Inc.
Address .....260 E. 161st Street
Phone Number .....MElrose 5-0333
Transmitter Location.....Carlstadt, N. J.
Time on the Air...¾ time shared with WAWZ
News Service .....AP
National Representative.....Forjoe & Co.

Personnel

President.....A. L. Haskell
Vice-President.....W. C. Alcorn
General Manager.....W. I. Moore
Production Manager.....Edw. Ervin
Program Director.....Frank Johnson
Musical Director.....Fred Mendelsohn
Chief Engineer .....A. Solbrig

•

WEAF

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
Owned-Operated By .....National Broadcasting Co.
Address .....30 Rockefeller Plaza
Phone Number .....CIrcle 7-8300

1920 *RADIO'S 25th ANNIVERSARY* *1945*

WBNX is more than a station, it is an institution. It carries to the *millions* of foreign born sales messages in the intimacy of their native language. It *SELLS* merchandise to the millions who have money to spend. Let us give you the facts.

Daily Programs In

ENGLISH
•
ITALIAN
•
GERMAN
•
JEWISH
•
POLISH

Transmitter Location....Port Washington, N. Y.

Time on the Air: 6:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.

News Service.....AP, UP, INS

Transcription Service.....NBC Thesaurus, Standard Radio

Representative...NBC National Spot & Local Sales

Personnel

President.....Niles Trammell

Assistant Manager.....deLancey Provost

Program Director.....J. C. McCray

Promotion Manager.....Charles B. H. Vaill

Press Representative .....John McKay

Farm Director.....Merton Emmert

Sales: James V. McConnell, Mgr. Nat'l Spot Sales; Wm. O. Tilenius, Asst. Manager

Director of War Programs.....Dwight Herrick

Chief Announcer.....Patrick J. Kelly

Musical Director.....Frank Black

Chief Engineer.....F. A. Wankel

(For additional personnel see listing of National Broadcasting Co., under Networks.)

WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc.....Power: 5000 Watts

Owned-Operated By .....Debs Memorial Radio Fund, Inc.

Address .....117 West 46th Street

Phone Number .....BRyant 9-2360

Transmitter Location.....Maspeth, L. I., N. Y.

News Service .....AP

Time on the Air...7 a.m. to 10 a.m., 12 noon to 6 p.m. and 8 p.m. to 1 a.m.; Sundays, 11 a.m. to 3 p.m., 8 p.m. to 1 a.m.; Saturdays, 7 am. to 1 a.m.

Personnel

Chairman of Board.....Adolph Held

Managing Director.....Henry Greenfield

Chief Announcer.....David Niles

Program Director.....George Field

Musical Director.....Nicholas Saslavsky

Chief Engineer .....Charles Brown

FOR QUALITY AP !

5000 WATTS 1330 KC

WEVD

ENGLISH · JEWISH · ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

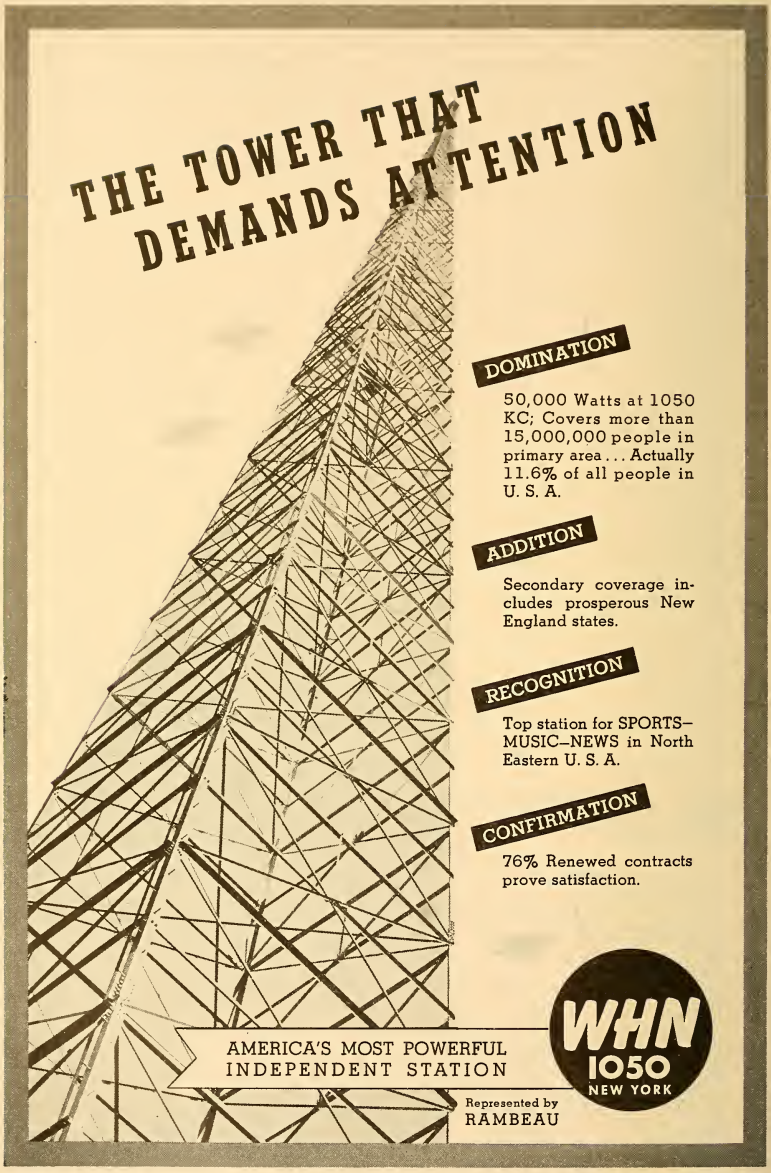
because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.


THE TOWER THAT DEMANDS ATTENTION
DOMINATION
50,000 Watts at 1050 KC; Covers more than 15,000,000 people in primary area . . . Actually 11.6% of all people in U. S. A.
ADDITION
Secondary coverage includes prosperous New England states.
RECOGNITION
Top station for SPORTS–MUSIC–NEWS in North Eastern U. S. A.
CONFIRMATION
76% Renewed contracts prove satisfaction.
AMERICA'S MOST POWERFUL INDEPENDENT STATION
WHN
1050
NEW YORK
Represented by
RAMBEAU

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
Owned-Operated By.....Marcus Loew Booking Agency
Address .....1540 Broadway
Phone Number .....BRyant 9-7800
Transmitter Location .....East Rutherford, N. J.
Time on the Air...6 a.m. to 2 a.m.; Sunday, 7 a.m. to 2 a.m.
News Service.....UP; AP
Transcription Service.....World Broadcasting System
Representatives..Wm. G. Rambeau Co., Bertha Bannan, Boston

Personnel

Director.....Herbert L. Pettey
Director of Sales.....Bertram Lebhar, Jr.
Sales Promotion.....Robert F. Anthony
Program Director.....Frank Roehrenbeck
Publicity Director.....George Lewis
Night Manager.....Tod Williams
Musical Director.....Don Albert
Chief Engineer.....Paul Fuelling
Record MC.....Dick Gilbert and Earl Hague

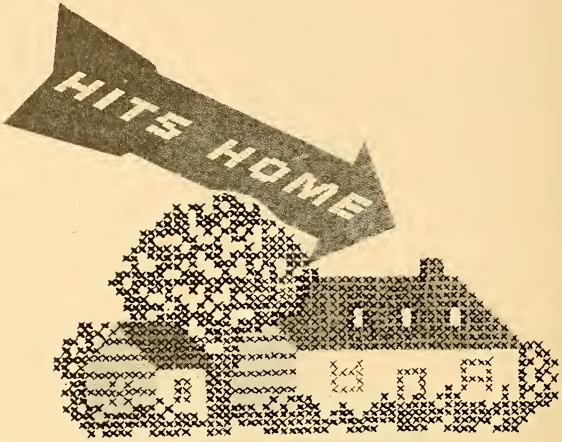
The Red Cross Needs

Your Unstinting Assistance

GIVE!

WINS

NEW YORK



Ever stop to consider New York as a city of *Homes?*

Well, it is...3,000,000 of them within the WINS primary coverage radius. 3,000,000 homes is more than the *Combined Total* of homes in the next *Three* largest cities...*Chicago, Philadelphia* and *Los Angeles.*

How does WINS attack this bonanza *Home Market?*

By *"Home Programming";* a simple, yet sound formula of *Listenable* radio designed for whoever's home at any specified time of day. *Resultful?* WINS' *Audience Ratings Are Climbing Every Day.* WINS' *List Of Happy Advertisers Is Longer Than It's Ever Been...And Getting Longer Daily.*

3,000,000 radios...3,000,000 *Salesmen*...are ready to go to work for you over WINS.

NEW YORK'S HOME STATION

10,000 WATTS... 1010 ON THE DIAL

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power 10000 Watts
Owned-Operated By .....Hearst Radio, Inc.
Address.....28 West 44th Street
Phone Number .....BRyant 9-6000
Transmitter Location.....Lyndhurst, N. J.
Time on the Air.....Unlimited License
Newspaper Affiliation: N. Y. Journal-American; N. Y. Daily Mirror
News Service.....AP, INS
Transcription Service ....World Broadcasting System; Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

Station Manager.....Willard Schroeder
Sales Manager.....John T. Adams, Jr.
Sales Promotion.....Ann M. Wright
Program Director.....Mary Daly
War Programs.....Mary Daly
Chief Announcer.....Joseph Tobin
Musical Director..... Henry Sylvern
Chief Engineer.....Charles B. Reynolds

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WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK—KEY STATION

Frequency: 770 Kc.....Power: 50000 Watts
Owned-Operated By...American Broadcasting Corp.
Address .....30 Rockefeller Plaza
Phone Number.....CIrcle 7-5700
Transmitter Location..Lodi, Bergen County, N.J.
Time on the Air.....24 hours daily
News Service.....AP, UP & INS
Transcription Service.....NBC Thesaurus, Standard
Representative.....Blue Spot Sales

Personnel

Chairman of Board.....Edward J. Noble
Vice Chairman of Board.....Chester LaRoche
President .....Mark Woods
Manager.....John H. McNeil
Sales Manager.....Robert Garver
Commercial Program Director.....John Hade
Program Director.....Charles Barry
Publicity Director.....Don Rich
Chief Announcer.....Ray Diaz
Musical Director.....Paul Whiteman
Record MC.....Stan Shaw
Chief Engineer.....George Milne

(For additional personnel see listings under The Blue Network in network section of this volume).

FOR QUALITY AP !

BEST SPOT
on America's
busiest airlane...

BEST APPROACH
to America's
busiest market...

wmca

FIRST on New York's dial

Represented by Weed & Company

AMERICA'S LEADING INDEPENDENT STATION

WMCA

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Address ..... 1657 Broadway
Phone Number .....Circle 6-2200
Transmitter Location.....Kearney, N. J.
Time on the Air.....6:30 a.m. to 1:30 a.m.
News Service ..... AP
Transcription Service.....World Broadcasting System
Representative.....Weed & Co.

Personnel

President .....Nathan Straus
Vice-President and General Manager .....Charles Stark
War Programs and Director of News and Publicity.....Leon Goldstein
Sales Promotion Manager....Howard Klarman
Production Manager.....Charles Wilshin
Chief Announcer.....Joseph A. O'Brien
Artists Bureau .....Charles Wilshin
Musical Director.....Jerry Sears
Chief Engineer.....Frank Marx
Record MC.....Jerry Lawrence and Steve Ellis

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WNYC

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
Owned and Operated By: City of New York; Municipal Broadcasting System
Address ..... Municipal Building
Phone Number .....Worth 2-5600
Transmitter Location.....10 Kent St., Brooklyn, New York
Time on the Air.....7 a.m. to 10 p.m.
News Service.....AP; INS

Personnel

Director.....M. S. Novik
War Programs.....Sylvia Davies
Chief Announcer.....T. H. Cowan
Musical Director.....Herman Neuman

(Non-Commercial Station)

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WAAT

(See New Jersey)

FOR QUALITY AP !

Here's one reason

WHY NEW YORK TUNES TO WNEW 24 HOURS A DAY!

MAKE-BELIEVE BALLROOM
with Martin Block
Monday thru Saturday
10:00-11:30 mornings
5:35-7:30 evenings

THE WIFESAVER
with Allen Prescott
Monday thru Friday
9:35-10:00 a.m.

MILKMAN'S MATINEE
with Art Ford
Monday thru Sunday
12:00 mid.-6:30 a.m.

HOLLYWOOD DIGEST
with Paula Stone
Monday thru Saturday
5:15-5:30 p.m.

WAR DIARY
with George Brooks
Monday thru Saturday
7:35-7:45 p.m.

MAGIC OF MUSIC
with Bill Williams
Monday thru Saturday
8:00-9:00 p.m.

WNEW knows how to pick the winners! Yes! After eleven years, WNEW knows *just* the type of radio entertainment New Yorkers enjoy.

Here are six "winners" who have found a loyal audience in the millions of listeners throughout the Metropolitan area—listeners who *buy the products these stars recommend!*

These are *sales-producing* programs! But they are *only a part* of WNEW's 24-hour-a-day power-packed schedule. If you like picking a winner, let WNEW go to work for you!

WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

WNEW

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
Owned-Operated By....Greater New York Broadcasting Corporation
Address..... 501 Madison Avenue
Phone Number .....Plaza 3-3300
Transmitter Location.....Belleville Turnpike, Kearney, N. J.
Time on the Air: 24 hours a day—seven days a week
News Service.....AP; N. Y. Daily News
Transcription Service.....Standard Radio NBC Thesaurus, Lang-Worth
Representative: John Blair & Co.; R. C. Foster

Personnel

Station Manager .....Bernice Judis
Vice-President and Local Sales Manager.....Herman Bess
Vice-President & National Sales Manager.....Walter Duncan
Program Director .....Ted Cott
Special Events and Publicity Director, Jo Ranson
Sales Promotion Manager...Wm. B. McGrath
Research Director .....Alberta Curtis
Vocal Director .....James Rich
Chief Announcer .....John Jaeger
Musical Director.....Merle Pitt
Chief Engineer .....M. J. Weiner

For Up-To-The-Minute

POPULATION AND RADIO HOMES STATISTICS AND DATA ON "SHIFTING POPULATIONS" IN THE UNITED STATES

Please Turn to Pages 273-287

☆

NETWORK INFORMATION

Please Turn to Pages 289-320

☆

FEDERAL COMMUNICATIONS COMMISSION

Please Turn to Pages 215-219

☆

NATIONAL ASSOCIATION OF BROADCASTERS

Please Turn to Pages 961-970

1 2 3 **1944** 4 5 6

7 8 9 10

Month after month during 1944 WOR carefully clocked the 10 most popular local shows carried by *all* New York stations.

WOR now finds that 84% of these great programs were broadcast by WOR during the entire year.

WOR

—that power-full station at 1440 Broadway, in New York

member of the mutual broadcasting system

WOR

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
Owned-Operated By.....Bamberger Broadcasting Service, Inc.
Business Address.....1440 Broadway
Phone Number.....Pennsylvania 6-8600
Studio Addresses....1440 Broadway; 245 W. 52nd St.; 200 W. 48th St.
Transmitter Location.....Carteret, N. J.
Time on the Air.....24 hours daily
News Service.....AP; Transradio; UP;
Transcription Service.....WOR Electrical Transcription & Recording Service, World Broadcasting System
Representatives....M. L. Tyler (Boston); John Shelton, DeWitt Mower, Robert A. White (Chicago); Edward S. Townsend (San Francisco)

Personnel

President.....Alfred J. McCosker
Vice-President and General Manager.....Theodore C. Streibert
Vice-President in Charge of Program Operations...Julius F. Seebach, Jr.
Vice-President in charge of Sales.....Rufus C. Maddux
Sales Manager.....Eugene S. Thomas
Assistant Director of Program Operation.....Norman Livingstone
Production Managers.....Roger Bower and Sherman (Jock) MacGregor
Director of Publicity.....Charles Oppenheim
Director of War Services and News, Dave Driscoll
Chief Engineer-Secretary.....J. R. Poppele
Director of Entertainment Dept..Nat Abramson
Promotion and Research Director .....Joseph Creamer
Musical Director.....Alfred Wallenstein
Chief Announcer.....Eugene King
Continuity Director.....Robert Simon

FOR QUALITY
AP !

WQXR

The High Fidelity Station

WQXR

10,000 WATTS · NIGHT AND DAY

★

WQXQ

NEW YORK'S FIRST F.M. STATION

★

THE RADIO STATIONS OF

The New York Times

★

INTERSTATE BROADCASTING COMPANY, Inc.

730 FIFTH AVENUE • NEW YORK 19, N. Y.

Circle 5-5566

WQXR

NEW YORK—EST. 1934

Frequency: 1560 Kc.....Power: 10000 Watts
Owned-Operated By..Interstate Broadcasting Company, Inc.
Address .....730 Fifth Avenue
Phone Number .....CIrcle 5-5566
Transmitter Location..Maspeth, Long Island, N. Y.
Time on the Air..7 a.m. to 12:05 midnight; Sundays, 8:30 a.m. to 12 midnight
Newspaper Affiliation.....New York Times
News Service .....AP
Transcription Service...World Broadcasting System; Associated Music

Personnel

Chairman of the Board.Arthur Hays Sulzberger
President.....John V. L. Hogan
Executive Vice-President....Elliott M. Sanger
V.-P. in Charge of Sales.....Hugh K. Boice
Asst. V.-P. Charge of Sales..Norman S. McGee
Program Director.....Eleanor N. Sanger
Publicity Director .....Eleanor Hurley
Chief Announcer.....Albert Grobe
Musical Consultant.....Abram Chasins
Conductor .....Leon Barzin
Chief Engineer.....Russell Valentine

ANOTHER FIRST FOR

√ PA

PA Originated Hourly Spot News

Summaries on the Special AP News Wire

TWO GOOD GRIPS on the NEW YORK MARKET

WOV's firm hold on two great and responsive audiences gives this important station a continuous, impressive, around-the-clock audience that results in satisfied sponsors anytime of the day or night • In the daytime, according to January Pulse, WOV dominates metropolitan New York's Italian-speaking audience, reaching as many as 76% of the 520,000 Italian radio homes • And in the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more radio homes, at the lowest cost per listener, than any other New York Independent station.

RALPH N. WEIL, GENERAL MANAGER
JOHN E. PEARSON CO., NAT'L REP.

WOV
New York
THE KEY TO TWO MARKETS

WOV

NEW YORK —EST. 1933

ATLANTIC COAST NETWORK

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By....Wodaam Corporation
Address .....730 Fifth Avenue
Phone Number .....Circle 5-7979
Transmitter Location.....Carlstadt, N. J.
Time on the Air: 7 a.m. to midnight Mon. thru Sat.
News Service .....UP
Transcription Service.....Standard Radio
Representative.....John E. Pearson Co.

Personnel

Station Manager.....Ralph N. Weil
Commercial Manager.....Ralph Nardella
Publicity Manager.....Judith Vallen
Program Director .....Arnold Hartley
Artists' Bureau Director.....Syd Leipzig
Musical Director.....Paul Romeo
Chief Engineer.....Hillis W. Holt
Record MC.....Alan Courtney

•

WHLD

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By....The Niagara Falls Gazette Publishing Company
Address ..... Hotel Niagara
Phone Number 8421
Transmitter Location.....Lockport & Military Roads
Time on the Air.....Daytime license
Newspaper Affiliation.....Niagara Falls Gazette
News Service ..... UP
Transcription Service.....Lang-Worth; Standard Radio; Associated Music
Representative .....Headley-Reed Company

Personnel

President.....Alanson C. Deuel
General Manager.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
War Programs and Program Director.....Robert Manning
Musical Director.....Harold Bradley
Chief Engineer.....Robert Wilson

•

WSLB

OGDENSBURG—EST. 1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....St. Lawrence Broadcasting Corp.
Address .....2315 Knox St.
Phone Number .....Ogdensburg 500
Transmitter Location.....2315 Knox St.
Time on the Air.....7 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative .....Walker Co.

Personnel

President-Commercial Manager, Joseph R. Brandy
Station Manager.....Harold J. Frank
Sales Promotion Manager.....Harold Frank
Program Director.....H. J. Frank
War Programs.....Hilda Trotler
Record MC.....Jerry Boyce
Chief Engineer.....Clifford Moore

•

WHDL

OLEAN—EST. Tupper Lake, 1928

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Business Address: 601-619 Exchange National Bank Building
Phone Numbers.....Olean 4149; Transmitter, Olean 7597
Studio Address: 601-619 Exchange National Bank Building
Transmitter Location.....Allegany, N. Y.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation .....Olean Times Herald
News Service .....UP
Transcription Service .....World
Representative .....J. P. McKinney & Son

Personnel

President.....Col. E. B. Fitzpatrick
General Manager.....Thomas L. Brown
Sales Manager.....Fred G. Meyer
Program Director .....Virgil C. Booth
Chief Engineer .....T. J. Gill

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WMFF

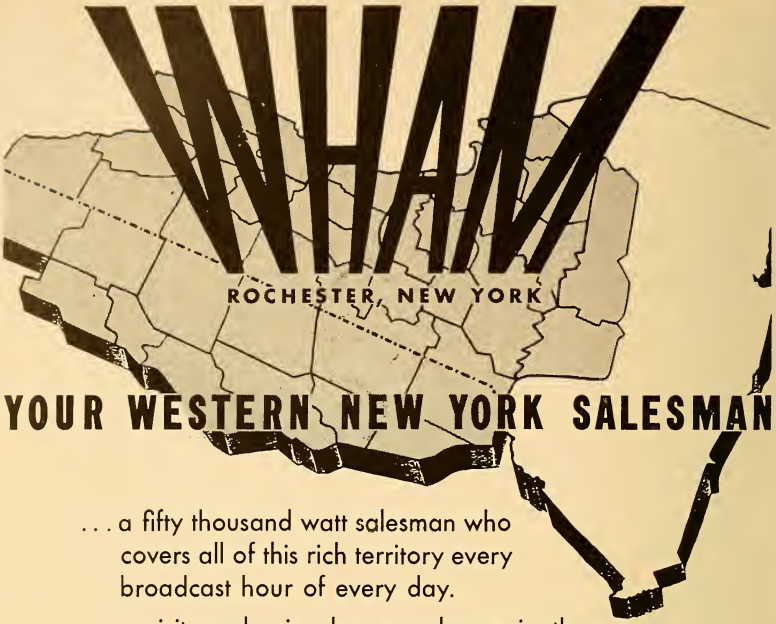
PLATTSBURG—EST. 1934

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Plattsburg Broadcasting Corporation
Address ..... Radio Centre
Phone Number 1600
Transmitter Location.....Boynton Ave.
Time on the Air: 6:45 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative.....Spot Sales, Inc.

Personnel

President-Station Manager...George F. Bissell
Commercial Manager.....Joel H. Scheier
Program Director.....Betty Swift
Chief Engineer.....John Vrindten



YOUR WESTERN NEW YORK SALESMAN

. . . a fifty thousand watt salesman who covers all of this rich territory every broadcast hour of every day.

. . . a visitor who is always welcome in the 741,410 radio homes of this 43 county area.

. . . a salesman who always delivers a glowing call report . . . proved by mail response and audience surveys.

. . . a full-time day and evening representative who keeps the door open for your message.

. . . one of the family, whose friendly greeting introduces you to your most worthwhile prospects.

☆

"This is WHAM, the Stromberg-Carlson Station with Studios in the Sheraton Hotel, Rochester, N.Y."

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with

THE NATIONAL BROADCASTING COMPANY

National Sales Representative: George P. Hollingbery Co.

"The Stromberg-Carlson Station"

WKIP

POUGHKEEPSIE—EST. 1940

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Poughkeepsie Broadcasting Corporation
Address .....The Nelson House
Phone Number 6-800
Transmitter Location .....The Nelson House
Time on the Air.....7 a.m. to 12 midnight
News Service ..... AP
Transcription Service.....NBC Thesaurus
Representative .....Headley-Reed Company

Personnel

President.....Merritt C. Speidel
General Manager.....Harold W. Cassill
Station Manager.....Bruff W. Olin
Chief Engineer .....John Burke

•

WHAM

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts
Owned-Operated By.....Stromberg-Carlson Company
Business Address.....Carlson Rd.
Phone Number .....Stone 1862
Studio Address.....111 East Ave.
Transmitter Location.....Victor, New York
Time on the Air.....18 hours daily
News Service ..... UP
Transcription Service.....NBC Thesaurus; World Broadcasting System
Representative ....Geo. P. Hollingbery Co.

Personnel

Vice-President.....William A. Fay
Station Manager.....John H. Lee
Sales Manager.....J. W. Kennedy, Jr.
Sales Promotion Manager.....Truman Brizee
Program Director.....Chas. Siverson
Production Manager.....Eugene Lane
Musical Director.....Eugene Zacher
Publicity Director .....Truman Brizee
Chief Announcer.....Dean Harris
Director of News.....Jack Ross
Director of Sports.....Robert Turner
Educational Director.....John Tesch
Technical Supervisor.....Ken Gardner

•

WHEC

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....WHEC, Inc.
Address ..... 40 Franklin St.
Phone Number .....Stone 1320
Transmitter Location.....979 Mt. Read Blvd.
Time on the Air.....Monday through Friday, 6:30 a.m. to 12:30 a.m.; Saturday, 6:30 a.m. to 1 a.m.; Sunday, 8:30 a.m. to 12:30 a.m.
Newspaper Affiliation.....Gannett Newspapers, Inc.
News Service .....AP
Transcription Service.....Associated Music & Standard
Representative .....J. P. McKinney & Son

Personnel

President.....Frank E. Gannett
Vice-President .....Clarence Wheeler
Treasurer-General Manager..Gunnar O. Wiig
Commercial Manager .....L. C. Wheeler
Program Director.....William J. Adams
Chief Engineer.....Bernard C. O'Brien

•

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1370 Kc.....Power: 1000 Watts (C.P. 1000 W., 1370 Kc.)
Owned-Operated By.....Brown Radio Service & Laboratories
Address.....Taylor Bldg., Main St.
Phone Number .....Stone 702
Transmitter Location.....Brighton, N. Y.
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service ..... INS
National Sales Office..Jos. H. McGillvra, Inc.

Personnel

Presient-Chief Engineer & Station Manager.....Gordon P. Brown
Sales Manager.....E. J. Walz
Sales Promotion Manager.....Elmer J. Walz
Musical Director.....Viola Brown
Chief Engineer.....Gordon Brown

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WNBZ

SARANAC LAKE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 100 Watts
Owned-Operated By ...Upstate Broadcasting Corporation
Business Address.....14 Broadway
Phone Number..... 1320
Studio Address.....14 Broadway
Transmitter Location.....3 Olive St.
Time on the Air.....Daytime license
Transcription Service.....Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager.....John F. Grimes
Program Director.....Albert C. Bagdasarian
Chief Engineer.....H. Berwind Williams

WGY

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts
Owned-Operated By.....General Electric Company
Address .....1 River Road
Phone Number 3-2121
Transmitter Location.....South Schenectady
Time on the Air.....6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....NBC Thesaurus; Standard Radio
Representative....National Broadcasting Co; NBC Spot Sales

Personnel

Manager of Broadcasting.....R. S. Peare
Asst. Manager Broadcasting.....B. J. Rowan
Station Manager.....Kolin Hager
Asst. Manager.....A. G. MacDonald
Sales Manager.....A. G. MacDonald
Sales Promotion .....Kay Kempton
Program Manager.....A. O. Coggeshall
Asst. Program Manager.....Earle Pudney
Press & Public Relations Director, W. T. Meenam
Accountant .....V. J. Hasche
Director of Agricultural Activities .....G. E. Markham
Artists Bureau.....Kolin Hager
Musical Directors..E. A. Rice and Frank Glenn
Station Engineer.....W. J. Purcell

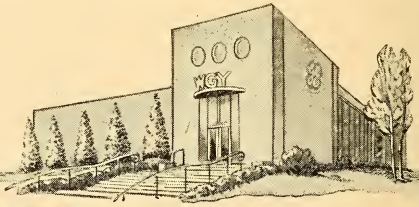
WSNY

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..... Western Gateway Broadcasting Corp.
Address.....Plaza Theater Bldg.
Phone Number.....Schenectady 3-3622
Transmitter Location...Campbell & Rice Rds., Rotterdam, N Y.
Time on the Air.....6:45 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service..Standard Radio; Lang-Worth
Representative .....Helen Wood

Personnel

President.....Winslow P. Leighton
Vice-President & General Manager.....George R. Nelson



WGY

The MUST Station in the Great Hudson Circle

WGY

For Power, Programming, and Prestige

WGY

50,000 Watts - NBC - 22 Years of Service

Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC SCHENECTADY, NEW YORK

WGY-216

Program Manager.....Edward F. Flynn
Production Manager.....Cecil Woodland
Chief Engineer .....I. Beck

•

WAGE

SYRACUSE—EST. 1941

BLUE NETWORK

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....WAGE, Inc.
Address .....Loew Building
Phone Number 2-0277
Transmitter Location.....Liverpool, N. Y.
Time on the Air....6 a.m. to 2 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service ..... AP
Transcription Service .....Standard
Representative .....Edward Petry & Co., Inc.

Personnel

President .....Frank C. Revoir
Station Manager .....William T. Lane
Sales Manager.....Aaron Beckwith
Merchandising Director.....Aaron Beckwith
Production Manager.....Alfred Dinsdale
Musical Director.....Thelma Jean McNeill
Record MC.....Fred Jeske
Chief Engineer.....Charles Brannen

•

WOLF

SYRACUSE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Broadcasting Corporation
Address .....Chimes Building
Phone Number 2-7211
Transmitter Location .....Van Rensselear and Kirkpatrick Streets
Time on the Air.....6 a.m. to 2 a.m.
Transcription Service .....Standard
Representative.....The Walker Co.

Personnel

President-Commercial Manager..T. S. Marshall
Program Director.....Hamilton Woodle
Production Manager.....Hamilton Woodle
Publicity Director .....Eleanor Merz
Chief Announcer .....Sid Posner
Chief Engineer.....David Foote

WSYR

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By .....Central New York Broadcasting Corporation
Address .....Kemper-Syracuse Bldg.
Phone Number 3-7111
Transmitter Location.....2341 Valley Drive
Time on the Air....6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 p.m.
News Service ..... UP
Transcription Service: Associated Recorded Program Service; Lang-Worth & Standard
Representative.....Paul H. Raymer Company

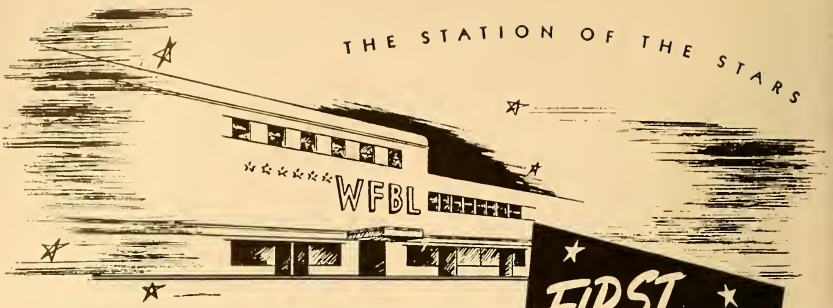
Personnel

President.....Harry C. Wilder
Vice-President.....E. R. Vadeboncoeur
Treasurer.....N. L. Kidd
Commercial Manager.....W. R. Alford, Jr.
Promotion Manager .....R. Boyd
Program Director.....Bill Rothrum
Chief Announcer.....Ralph Wallace
War Programs.....George Reed
Musical Director .....M. Bernthal
Chief Engineer.....Armand Belle Isle
Record MC.....Paul Coleman

YOU'VE got to get *price, coverage* and *audience* when you buy spot radio. In Central New York, you get more of all three when you buy WAGE. For WAGE costs *less* than other Syracuse network stations. It gives equal or greater coverage. And audience—well, ask to see the last special Hooper report on Syracuse radio listening. Your Edward Petry & Co. representative will show it to you—or write or wire WAGE.

WAGE

620 Kilocycles * 1000 Watts * Syracuse, N. Y.



WFBL

SYRACUSE, N. Y.

the Greatest Selling - Power in Central New York

More listeners . . . day or night . . . make WFBL the powerful selling force in the rich Central New York Market.

Nearly 50% of the daytime listeners prefer WFBL . . . the remainder is divided among the three other Syracuse stations. The same predominance prevails among night time listeners.

WFBL sells more potential buyers in this "post - war - prepared" market than any other station. (Figures available if you want them.)

MEMBER BASIC NETWORK

COLUMBIA BROADCASTING SYSTEM

★ FIRST ★

FOR WFBL

Always a leader in its field, WFBL today enjoys the reputation of holding many "firsts" in the world of radio.

WFBL was instrumental in farming the early New York State Network, a pioneer step in improving radio's service.

The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above the national ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot."

Central New York's leading station is first in the introduction of new local programs and the development of radio personalities.

WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse.

These are but a few of the "firsts" that make WFBL the progressive, preferred station.

FREE and PETERS ★ Exclusive National Representatives

WFBL

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....Onondaga Radio Broadcasting Corporation
Address ..... Onondaga Hotel
Phone Number 2-1147
Transmitter Location .....Collamer, N. Y.
Time on the Air.....Full Time
News Service ..... INS
Transcription Service ....World Broadcasting System
Representative .....Free & Peters

Personnel

President.....S. H. Cook
Vice-President-General Manager .....Samuel Woodworth
V.-P.-Merchandising Mgr.....Robert G. Soule
Commercial Manager.....Charles Phillips
Program Director.....George Perkins
Publicity Director.....Harvey Sanderson
Control Room Supervisor....Walter L. Stonger
Transmitter Supervisor .....James Kelley
Musical Director.....Raymond Gantter
Chief Engineer.....A. R. Marcy

•

WTRY

TROY—EST. 1940

BLUE NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Troy Broadcasting Co., Inc.
Address ..... 92 Fourth St.
Phone Numbers.....Troy 2100; Albany 4-2500
Transmitter Location .....Boght Corners
Time on the Air.....6:45 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service ....World Broadcasting System; Lang-Worth; Standard
Representative .....Paul H. Raymer Co.

Personnel

President.....Col. H. C. Wilder
Station Manager.....William A. Riple
Assistant Manager.....Woodbury Carter
Program Director.....E. W. Rossell
Publicity Director.....Edward Walker
Musical Director and Chief Announcer .....E. Rossell
Chief Engineer.....W. Whitman
Record MC.....Don Jarvis

•

WHAZ

TROY—EST. 1922

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By.....Rensselaer Polytechnic Institute
Address ..... 110 Eighth St.
Phone Number ..... Troy 6810
Transmitter Location.....110 Eighth St.
Time on the Air.....6:30 p.m. to midnight, Monday only

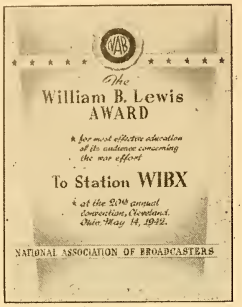
Personnel

President.....Dr. W. O. Hotchkiss
Promotion Manager.....W. J. Williams
Sales Manager .....W. C. Stoker
Program Director.....A. O. Niles
Chief Announcer .....R. Schmelzer
Chief Engineer .....H. Harris

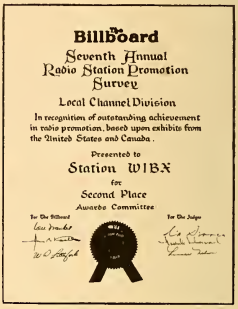
FOR QUALITY
AP !

Cited for . . .

SUPER PUBLIC SERVICE



1942
1943
1944



The William B. Lewis Award of 1942
and
The Billboard Citation of 1943
speak for themselves

However, the 1944 World Series promotion was something phenomenal as far as the 400,000 listeners in the Utica-Rome, N.Y., area were concerned. It was these folks who asked us to broadcast the World Series; they knew that if WIBX failed them, they would not hear the series (no other station carrying the series being audible in the territory). So through the co-operation of the late Judge Kenesaw Mountain Landis, the Gillette Safety Razor Company and their agency, Maxon, Inc. (as well as the CBS Network and P. & G. and Standard Brands in relinquishing their time), the World Series of 1944 was heard in all its glory over WIBX. Thousands of letters, cards and messages came from far and near.

Yes, things like these do make WIBX your super public service station in the Mohawk Valley.

CBS **WIBX** 1230 KC

"The Voice of the Mohawk Valley"

UTICA, NEW YORK

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WIBX, Inc.
Address ..... First National Bank Bldg.
Phone Number 2-2101
Transmitter Location.....Schuyler St., Marcy, N. Y.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 7:45 a.m. to 12:05 a.m.
News Service.....INS & UP
Transcription Service.....World Broadcasting System
New York Sales Office.....551 Fifth Ave.; Helen Wood, Commercial Manager
Representatives.....Virgil Reiter & Co. (Chicago); Walter Biddick Co. (West Coast); Bertha Bannan (Boston)

Personnel

President-Treasurer .....Margaret Bowen
Assistant Treasurer .....Gladys Moore
Executive Vice-President ..... Elliott Stewart
National Sales-Merchandising Manager .....N. W. Cook
Program Director.....Elliott Stewart
Production Manager.....Michael Carlo
Publicity Director.....N. W. Cook
Musical Director.....Walter Griswold
Chief Engineer.....J. T. Dowdell

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WATN

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM ASSOCIATED

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Watertown Broadcasting Corporation
Business Address.....Woolworth Bldg.
Phone Numbers: .....Studios 2424; Commercial Office, 975
Studio Address .....118 Washington St.
Transmitter Location .....118 Washington St.
Time on the Air...7 a.m. to 12:15 p.m. daily; 8 a.m. to 12:15 a.m. Sunday
News Service .....AP
Transcription Service .....Standard Radio
Representatives.....Sears & Ayers

Personnel

President-Sales Manager.....G. Harry Richter
Program Director.....Theodore W. Austin
Acting Chief Engineer.....J. A. Perry

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WWNY

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Company
Address.....Hotel Woodruff, Public Square
Phone Number..... 4-120
Transmitter Location.....Ives St. Extension
Time on the Air: 6:30 a.m. to midnight; Sunday, 8 a.m. to midnight
Newspaper Affiliation.....Watertown Daily Times
News Service .....UP
Transcription Service.....World Broadcasting
Representative .....Weed & Co.

Personnel

President .....Harold B. Johnson
Station Manager.....Thomas E. Martin
Commercial Manager.....Louis Saiff, Jr.
Sales Promotion.....Thomas R. McHugh
Program Director.....James W. Higgins
Chief Engineer.....Maynard B. Davis

•

WFAS

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Westchester Broadcasting Corp.

WFAS

A Class Station in A Class Market

Listener acceptance outstripping leading metropolitan independents in this area by as much as 5 to 1*.

Advertiser acceptance: 1944 sales 58% ahead of 1943!

Reasons: A quality-music policy for more than 10 years . . . plus comprehensive World and local news . .. plus active cooperation in the community's civic life.

WFAS *in Westchester*

Roger Smith Hotel
White Plains

Represented by

HEADLEY-REED COMPANY
Chrysler Building
New York

*Crossley listening study on request

Address .....Roger Smith Hotel
Phone Number .....White Plains 6400
Transmitter Location.....Roger Smith Hotel
Time on the Air.....Unlimited license
News Service..... AP
Transcription Service ....World Broadcasting System; AMP
Representative .....Headley-Reed Co.

Personnel

President.....J. Noel Macy
V-P-Managing Director.....Frank A. Seitz
Commercial Manager.....Harold Levy
Program-Musical Director.....Ran Kaler
Chief Engineer .....F. A. Seitz

•

WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts

Owned-Operated By ....Long Island Broadcasting Corporation
Address..... 41-30 58th Street
Phone Number .....NEwtown 9-3300
Transmitter Location.....41-30 58th St., Woodside, L. I.
Time on the Air.....8 a.m. to midnight
News Service .....AP
Transcription Service.....Lang-Worth, BMI

Personnel

President and General Manager .....William H. Reuman
Asst. General Manager.....Edith Dick
Program Director.....Bob Mann
Man. Foreign Lang. Pro.....Lou Cole
Chief Announcer.....Lou Cole
Chief Engineer.....Joseph Franz, Jr.

WWRL
NEW YORK

LOW
COST
PROGRAMMING

THAT
SELLS
IN

NEW
YORK'S
HIGH
COST
MARKET

1600 KC
FULL TIME

NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Radio Station WISE, Inc.
Address ..... Langren Hotel
Phone Number 1213
Transmitter Location .....Langren Hotel
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service ..... INS
Transcription Service.....Standard Radio
National Representative ....Burn-Smith Co.; Harry E. Cummings

Personnel

President-Station Manager.....Harold Thoms
Commercial Manager.....Ken Beachboard
Promotion Manager.....Charles A. Bachman
Program Director.....Floye Bowers
Chief Engineer .....Madeline Hollerith

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WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 1000 Watts (C.P. 5000)
Owned-Operated By.....Asheville Citizen-Times Co., Inc.
Address .....14 O'Henry Avenue
Phone Number 5500
Transmitter Location..... Flatiron Building
Time on the Air..6:30 a.m. to 12:05 a.m. daily; 7:45 a.m. to 12:05 a.m. Sundays
Newspaper Affiliation.....Asheville Citizen-Times
News Service.....AP & UP
Transcription Service .....Associated
Representative .....Katz Agency

Personnel

Executive Director.....Don S. Elias
Commercial Manager .....James A. Hagan
Program Director .....Lee Chadwick
Director of War Programs.....Bill Melia
Chief Engineer .....Cecil Hoskins

•

WBBB

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TOBACCO NETWORK
CAROLINA NETWORK

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Alamance Broadcasting Company, Inc.
Address .....310½ South Main St.
Phone Numbers 2730; 2731
Transmitter Location.....Elon Road (West Front Street Extension)
Time on the Air.....6 a.m. to local sunset
News Service.....UP; AP
Transcription Service.....Standard Radio; Keystone; Lang-Worth

Personnel

Secretary and General Manager..E. Z. Jones
Commercial & Sales Promotion Manager .....Roy Springer
Program Director and Chief Announcer .....Earl Caton
Production Manager.....Earl Caton
Record MC .....Al Nelson
War Program Director.....E. Z. Jones
Publicity Director.....Dot Marlowe
Artists Bureau.....Laurine Skinner
Chief Engineer.....Berry Tysor

•

WAYS

CHARLOTTE—EST. 1942

THE BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By.Inter-City Advertising Co.
Address .....120 E. Third St.
Phone Numbers.....37173 (office)
Transmitter Location .....Oakdale
Time on the Air.....6 a.m. to 1 a.m.
News Service.....INS & AP
Transcription Service....Lang-Worth; Standard
Representative.....Weed & Co

Personnel

President.....George W. Dowdy
Station Manager.....Walter H. Goan
Chief Engineer .....John C. Price
Program Director.....W. H. Porcher, Jr.

•

WBT

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 50000 Watts
Owned-Operated By...Columbia Broadcasting System, Inc.
Business Address.....Wilder Building
Phone Nnmber.....3-8833
Tránsmitter Location.....9 miles southeast of Charlotte
Time on the Air..5 a.m. to 1 a.m. daily; 7 a.m. to 1 a.m. Sunday
News Service.....UP; AP

Transcription Service .....Lang-Worth
Representative.....Radio Sales, Inc.

Personnel

President.....Wm. S. Paley
Station Manager.....A. D. Willard, Jr.
Sales Manager.....Royal E. Penny
Sales Promotion and Press Information Manager.....William F. Carley
News Editor.....Jack Knell
Farm Editor.....Grady Cole
Program Director.....C. H. Crutchfield
Office Mgr.-Auditor.....E. J. DeGray
Production Manager .....Larry Walker
Acting Chief Engineer.....M. J. Minor

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WSOC

CHARLOTTE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WSOC, Inc.
Address.....1925 N. Tryon Street
Phone Number 7138
Transmitter Location.....1925 N. Tryon Street
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus; Standard Radio
Representative .....Headley-Reed Company

Personnel

President.....E. J. Gluck
Commercial Manager.....W. C. Irwin
Program Director.....Ronald G. Jenkins
Chief Engineer.....L. L. Caudle

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WEGO

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Wayne Nelson
Business Address ..... Concord
Phone Number 2271
Transmitter Location..Highway 29A, 1½ miles west of Concord
Time on the Air.....Daytime license
News Service.....UP & AP
Transcription Service.....Standard Music, Keystone

Personnel

Owner .....Wayne Nelson

•

WDNC

DURHAM—EST. 1928

COLUMBIA BROADCASTING SYSTEM
TAR HEEL NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Durham Radio Corporation
Address .....138 Chapel Hill Street
Phone Numbers.....R-155, R-156
Transmitter Location.....Forest Hills, Near Durham
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Herald-Sun Papers
News Service .....UP
Transcription Service.....C. P. MacGregor
Representative...Howard H. Wilson Company

Personnel

President .....C. C. Council
General and Commercial Manager .....L. F. Jarman
Sales Promotion and Publicity Director .....Anne Raidebaugh
Program Director .....Z. V. Gwynn
Chief Announcer .....William Hedgepath
Musical Director.....Mildred Alexander
Chief Engineer .....Walter Hill
Record MC .....Z. V. Gwynn

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WCNC

ELIZABETH CITY—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Albemarle Broadcasting Co.
Address .....Colonial Ave.
Phone Number 1400
Transmitter Location..Parsonage St. Extension
News Service .....UP
Transcription Service.....World Broadcasting System

Personnel

President.....T. W. Aydlett
Station Manager.....J. E. Aydlett
Commercial Manager ....Martha S. Seymour
Program Director.....Elizabeth Blair
Chief Engineer.....Joseph J. Benonis

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WFNC

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... Cumberland Broadcasting Co.
Address.....114 Anderson St.
Phone Number 4848
Transmitter Location.....N. Water St.
Time on the Air .....16½ hours daily
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....The Walker Co.

Personnel

Station Manager.....W. C. Ewing
Commercial Manager.....Paul Moyle
Program Director-Chief Announcer .....Ray Woodard

WGNC

GASTONIA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....F. C. Todd
Address....National Bank of Commerce Bldg.
Phone Number 732
Transmitter Location....Dallas Road, Gastonia
Time on the Air.....7 a.m. to 11 p.m.
News Service .....UP
Representative .....Cox & Tanz

Personnel

Owner.....F. C. Todd
Manager .....Pat McSwain
Commercial Manager.....F. C. Abernathy
Program Director.....Earl Holder
Chief Engineer.....W. C. Groves, Jr.

WBIG

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....North Carolina Broadcasting Co., Inc.
Business Address .....Box 1807
Phone Numbers 6125, 6126, 6127
Studio Address.....O. Henry Hotel
Transmitter Location...Battleground Boulevard
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....AP
Transcription Services:....World Broadcasting System; NBC Thesaurus
Representative ....George P. Hollingbery Co.

Personnel

Station and Commercial Manager .....Edney Ridge
Program Director.....Inez Connelly
Publicity Director.....Madge Banks
Production Manager-Chief Announcer .....Wally Williams
News Editor.....Margaret Leonard
Musical Director.....Margaret Banks
Chief Engineer.....Earl Allison

WGBG

GREENSBORO—EST. 1942

BLUE NETWORK

NORTH STATE NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By....Greensboro Broadcasting Co.
Business Address.....Ashe St. Extension
Phone Number 3-3631
Transmitter Location.....Ashe St. Extension
Time on the Air.....6 a.m. to local sunset
News Service ..... UP
Transcription Service .....Lang-Worth
National Representative.....Burn-Smith Co.

Personnel

President.....Ralph M. Lambeth
Acting Assistant Manager .....J. Robert Marlowe
Commercial Manager.....L. O. Hutchins
Sales Promotion and Publicity Manager .....J. R. Marlowe
Chief Announcer.....Victor Smith
Program-Production Manager.....Stan Conrad
Chief Engineer .....Joseph Warlick

•

WGBR

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Eastern Carolina Broadcasting Corp.
Business Address.....P. O. Box 1024
Phone Number 1550
Studio Address.....Borden Bldg.
Transmitter Location .....Goldsboro-Raleigh Highway
Time on the Air.....6 a.m. to 1:05 p.m. daily; 8 a.m. to 11:05 p.m. Sunday
News Service .....UP, AP
Transcription Service .....World
Representative.....The Walker Co.

Personnel

President.....A. T. Hawkins
General Manager.....Harry G. Bright
Sales Manager.....Leland B. Nelson
Program Director.....John Gay Britt
Publicity Director.....Grace Carroll
Chief Announcer.....Hal Grant
Chief Engineer.....Daniel B. Trueblood
Office Manager.....V. H. Hooks
Musical Director.....Margaret Long

WGTC

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Greenville Broadcasting Company
Address .....Falkland Highway, P. O. Box 898
Phone Number 3182
Transmitter Location.....Falkland Highway
Time on the Air.....15 hours Sundays; 16½ hours daily
News Service..... UP
Transcription Services....Lang-Worth & World

Personnel

President .....Julian J. White
Station and Sales Promotion Manager .....Margaret J. Laughinghouse
Publicity Director.....Richard Stokes, III
Program Director.....Margaret Richardson
Chief Announcer.....Charles Whedbee
Chief Engineer.....Hank Tribley

WGBR in Goldsboro

Is Eastern Carolina's Number One Station Serving Eastern Carolina's Number One Market.

Affiliated with

Mutual Broadcasting System
The Tobacco Network

•

Represented by The Walker Co.

WGBR

Harry G. Bright, *Gen. Mgr.*

GOLDSBORO NORTH CAROLINA

WHKY

HICKORY—EST. 1939

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1290 Kc....Power: 5000 d. 1000 n.
Owned-Operated By.....The Catawba Valley Broadcasting Co., Inc.
Address .....Radio Bldg.
Phone Number 1195-6
Transmitter Location...2½ miles SE of Hickory
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....UP
Transcription Service .....World
Representative .....Howard H. Wilson

Personnel

President.....Carl V. Cline
Station Manager.....Edmund S. Long
Program Director-Chief Announcer .....Bing Bennett
Chief Engineer.....E. S. Long

•

WMFR

HIGH POINT—EST. 1935

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
NORTHSTATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Radio Sta. WMFR, Inc.
Address .....156½ S. Main St.
Phone Number 4593
Transmitter Location.....156½ S. Main St.
Time on the Air.....6 a.m. to 12 midnight
News Service ..... UP
National Representative.....Burn-Smith Co.

Personnel

President .....James M. Lambeth
Station Manager .....Helen M. Lambeth
Commercial Manager.....Pat Taylor
Program Director.....Gary Davis
Chief Engineer .....Robert P. Boyd

•

WFTC

KINSTON—EST. 1936

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jonas Weiland
Address .....210 East King St.
Phone Number 4111
Transmitter Location.....Kinston, N. C.
Time on the Air...6:45 a.m. to 11 p.m., Monday through Friday and Sunday; 6:45 a.m. to 1 a.m. on Saturday
Representative..... Burn-Smith Company

Personnel

President .....Jonas Weiland
Sales Manager.....Lester L. Gould
Program Director.....Louis Brooks
Chief Engineer .....David Hardison

WHNC*

HENDERSON, N. C.

Frequency: 890 Kc.....Power: 250 Watts
Owned By.....Henderson Radio Corp.
Officials: S. S. Stevenson and Nathan Frank

* *Construction Permit.*

FOR QUALITY
AP !

WHIT

NEW BERN—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Coastal Broadcasting Co.
Address .....U. S. Highway No. 17, South
Phone Number..... 1450
Transmitter Location...U. S. Highway No. 17
Time on the Air..7 a.m. to 12 midnight; weekdays; 8 a.m. to 12 midnight Sunday
News Service ..... UP
Transcription Service .....Lang-Worth, NBC Thesaurus

Personnel

President-Station Manager...Louis N. Howard
Sales Promotion Manager.....Paul Parker
Program-Production Director...Ed. W. Burwell
Publicity Director.....Ellen Hancock
Assistant Traffic Manager.....Martha Bullock
Chief Engineer .....Glen Neuville

WPTF

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50000 Watts
Owned-Operated By.....WPTF Radio Co.
Address .....Insurance Bldg.
Phone Numbers 8311-12-13
Transmitter Location.....Cary, N. C.
Time on the Air.....6 a.m. to 1 a.m.
News Service .....AP; UP
Transcription Services...NBC Thesaurus, World
Representative..... Free & Peters

Personnel

President and Treasurer...J. R. Weatherspoon
Station Manager.....Richard H. Mason
Sales Manager.....Ollie L. Carpenter
Program Director.....Garrett W. Morrison
Publicity Director.....Fay E. Biggs
Chief Engineer.....Henry Hulick, Jr.

WRAL

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

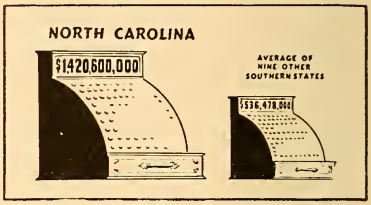
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Capitol Broadcasting Company
Address.....130 S. Salisbury Street
Phone Number..... 6411
Transmitter Location.....S. Davie St.
Time on the Air.....6:30 a.m. to 11 p.m., EWT
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..... Weed & Co.

Personnel

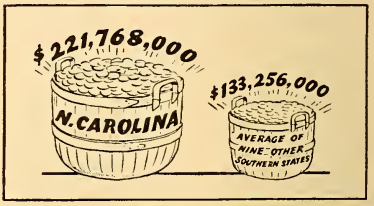
President.....A. J. Fletcher
Sales Promotion Manager.....Steve Woodson
Commercial Manager .....C. D. Moore
Program Director.....Ray Reeve
Chief Engineer.....Stanley Brown

NORTH CAROLINA
IS THE SOUTH'S
No.1 STATE

IN INDUSTRY



IN AGRICULTURE



WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No.1 SALESMAN
WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

WCBT

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Radio Station WCBT, Inc.
Address .....251 Roanoke Avenue
Phone Number R-855-1
Transmitter Location....10th Street Extension
Time on the Air.....116 hours weekly
Transcription Services..C. P. MacGregor, Keystone, World
National Representative.Nathan Frank Agency

Personnel

President.....S. E. Crew
Commercial Manager.....Nathan Frank
Program Director .....Mamie Nash
Chief Engineer.....C. W. Mears

WRRF

WASHINGTON—EST. 1942

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By....Tar Heel Broadcasting System
Address .....Bank of Washington Bldg.
Phone Number 403
Transmitter Location..Washington-Chocowinity Highway
Time on the Air.....7 a.m. to local sunset
News Service .....AP
National Representative.....Forjoe & Co.

Personnel

President.....W. R. Roberson, Sr.
Station Manager.....W. R. Roberson, Jr.
Sales Manager.....W. R. Roberson, Jr.
Program Director.....Mary Miller
Publicity Director.....Merrill Daniels
Chief Announcer.....Bob Armstrong
Production Manager.....George Walston
Chief Engineer .....George Martin

BLUE NETWORK

In Eastern North Carolina it's

WRRF

BLUE NETWORK

1000 Watts Washington

930 Kilocycles North Carolina

COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET

In the center of the bright leaf tobacco belt . . . one of America's richest agricultural areas . . . WRRF offers the advertiser exceptional profit opportunities for his advertising dollar RIGHT NOW.

WRRF is THE regional station . . . with national programming . . . in a trade territory of over 600,000 population, with 67,144 radio homes satisfactorily reached by no other station. Here are 6,188 retail outlets with an annual volume of over $100,000,000.00.

WRRF carries the cream of the Blue Network's programs, assuring a large listener audience. Get YOUR SHARE from this most fertile field now, through consistent advertising on WRRF. Write us today for our new informative folder.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina

National Radio Representatives FORJOE & CO. New York • Chicago • Philadelphia

WEED

ROCKY MOUNT—EST. 1933

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Avera Wynne
Business Address..... Box 391
Phone Number .....Rocky Mount 1420
Studio Address.....Nashville Highway
Transmitter Location .....Nashville Highway
Time on the Air.....7 a.m. to 11 p.m.
News Service .....AP

Personnel

Owner-Manager.....W. Avera Wynne
Sales Manager.....Ray Bandy
Chief Engineer.....W. W. Primm

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WSTP

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Piedmont Broadcasting Corp.
Business Address.....P. O. Drawer 920
Phone Number..... 2121
Studio Addresses: Yadkin Hotel, Salisbury; Swanee Theatre Bldg., Kannapolis, N. C.
Transmitter Location.....Statesville Highway
Time on the Air.....7 a.m. to 12 midnight
News Service .....AP
Representative .....Burn-Smith Co.

Personnel

Manager.....W. J. Murphy
Assistant Manager.....W. C. Mitcham
Program-Production Director..Russell McIntire
Chief Engineer .....Carl Watson

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WGTM

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated by ..Penn Thomas Watson
Address ..... Wilson
Phone Numbers 2188, 2189
Transmitter Location .....Wilson
Time on the Air.....6 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service.....Lang-Worth & World
Representative..... Burn-Smith Co.

Personnel

Owner .....P. T. Watson
Station Manager .....Allen Wannamaker
Commercial Manager.....Robert B. Brunson
Chief Engineer .....Warren Wooten

WMFD

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned by .....WMFD
Operated by .....Richard Austin Dunlea
Business Address.....P. O. Box 696
Phone Number.....Dial 4840
Studio Addresses: Castle Hayne Road, Forest Hills
Transmitter Location.....Castle Hayne Road
Time on the Air.....7:30 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....BMI
Representative .....Burn-Smith Company

Personnel

Owner .....R. A. Dunlea
Commercial Manager.....Claud O'Shields
Chief Engineer.....E. I. Herring

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WAIR

WINSTON-SALEM—EST. 1937

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...WAIR Broadcasting Co.
Address ..... Pepper Bldg.
Phone Number 2-1133
Transmitter Location.....Reynolda, N. C.
Time on the Air.....8 a.m. to midnight
News Service .....AP
Transcription Service.....World Broadcasting System

Personnel

Station Manager.....George D. Walker
Commercial Manager.....C. G. Hill
Sales Promotion Manager.....Ruth Pitts
Program Director.....Doris Pardington
Chief Engineer .....Lee King
Record MC.....Larry Patrick

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WSJS

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 600 Kc .....Power 5000 Watts
Owned-Operated By..Piedmont Publishing Co.
Address .....419-421 N. Spruce St.
Phone Number 4141
Transmitter Location.....RFD No. 1
Time on the Air.....6 a.m. to 12:30 a.m.;
Newspaper Affiliation: Winston-Salem Journal; Twin City Sentinel
News Service .....UP
Transcription Service.....Associated Music
Representative .....Headley-Reed Co.

Personnel

President .....Gordon Gray
Managing Director .....Harold Essex
Sales Manager .....Harry B. Shaw
Chief Engineer..... Phil Hedrick

NORTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KFYR

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Broadcasting Company
Address .....320 Broadway
Phone Number 468
Transmitter Location .....Menoken, N. Dak.
Time on the Air.....6 a.m. to midnight; Sunday, 7 a.m. to midnight
News Service .....UP
Transcription Service.....Standard
Representative .....John Blair & Company

Personnel

President .....P. J. Meyer
Station and Commercial Manager.....F. E. Fitzsimonds
Program Director-Chief Announcer .....Cal Culver
Musical Director .....Curt Dirlam
Production Manager.....Cal Culver
Chief Engineer.....Ivar Nelson

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KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Address .....1025 Third St.
Phone Number 1090
Transmitter Location.....East end 4th Street
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service .....World Broadcasting

Personnel

President and General Manager....Bert Wick
Chief Engineer.....Richard Moritz

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WDAY

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Address .....Black Building
Phone Number 5357
Transmitter Location..Four miles west of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation.....Fargo Forum
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
Representative .....Free & Peters

Personnel

President .....E. C. Reineke
Station Manager.....Jack Dunn
Sales Manager.....Tom Barnes
Program Director and Chief Announcer .....Ken Kennedy
War Program Director .....Howard Nelson
Production Manager.....David Henley
Sales Promotion-Publicity Director .....Mildred Gregerson
Musical Director.....Dick Hall
Chief Engineer.....Julius Hetland

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KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc....Power: 1000 d.; 500 n.
Owned-Operated By.....University of North Dakota
Address..Woodworth Hall, University Campus
Phone Number 2800
Transmitter Location .....University Campus
Time on the Air.....3 p.m. to 5 p.m. daily

Personnel

President.....John C. West
Business Manager.....J. W. Wilkerson
Program Director .....Charles E. Gustafon
Chief Engineer.....Elwin J. O'Brien

(Non-Commercial Station)

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KILO

GRAND FORKS—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1440 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Dalton Le Masurier
Address.....First National Bank Building
Phone Number 1200
Transmitter Location.....University of North Dakota Campus
Time on the Air....6:30 a.m. to midnight daily; 8 a.m. to midnight Sunday
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed Co.

Personnel

Owner-Station Manager....Dalton Le Masurier
Commercial Manager.....Elmer Hanson
Chief Engineer.....Arnold Petrich

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KSJB

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 250 Watts Day, 100 Watts Night
Owned-Operated By..Jamestown Broadcasting Company, Inc.
Business Address.....Midland Building
Phone Numbers 100; 358
Transmitter Location..1201 First Avenue South
Time on the Air.....7:30 a.m. to 11 p.m.
News Service.....AP & UP
Representative....North Central Broadcasting System

Personnel

President.....L. J. McNeil
Station Manager & Sales.....Lloyd R. Amoo
Sales Promotion.....Betty Henry
Program Director.....Florence Putnam
Publicity Director.....Betty Henry
Chief Engineer.....Lloyd R. Amoo

•

K G C U

MANDAN—EST. 1925

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 250 Watts
Owned-Operated By..Mandan Radio Association, Inc.
Business Address .....Mandan
Phone Numbers 631; 257
Transmitter Location....South East of Mandan
Time on the Air.....6:30 a.m. to 11 p.m.
Representative....North Central Broadcasting System

Personnel

President.....W. S. Russell
Station Manager.....M. J. Reichert
Program Director.....Merritt Bushee
Chief Engineer.....LeRoy Gunderson

•

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....John B. Cooley
Business Address .....Fair Block, Minot
Phone Number 1267
Studio Address .....Fair Block, Minot
Transmitter Location..Three miles southeast of Minot
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service.....World Broadcasting System
Representative .....The Walker Company

Personnel

President.....John B. Cooley
Station Manager-Chief Engineer..C. W. Baker
Commercial Manager.....E. H. Cooley
Program Director and Chief Announcer .....Jack Helling
Chief Engineer .....C. W. Baker

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K O V C

VALLEY CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....KOVC, Inc.
Operated By.....Robert E. Ingstad
Address .....312 Fifth Ave.
Phone Number 408
Transmitter Location .....312 Fifth Ave.
Time on the Air.....7:30 a.m. to 10:05 p.m.

Personnel

President & Owner.....Robert E. Ingstad
Transcription Service .....Keystone
General and Commercial Manager .....Robert E. Ingstad
Sales Promotion-Program Director.....George L. Brooks
Director of War Programs.....Bob Ingstad
Chief Engineer .....Charles Sjostrom

FOR QUALITY
AP !

WAKR

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives

OHIO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WADC

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business Address .....Box 830
Phone Number .....Meadowbrook 3211
Studio Address.....Tallmadge, Ohio
Transmitter Location..State Route No. 8, North of Akron
Time on the Air.....6:30 a.m. to 1 a.m.
News Service.....UP & Trans.
Transcription Service.....Standard Radio & Lang-Worth
Representative.....Geo. P. Hollingbery Co.

Personnel

President-Station Manager...Allen T. Simmons
Commercial-Sales Promotion Manager .....R. B. Wilson
Program Director-Chief Announcer H. H. Hageman
Publicity Director.....Robert Wass
Production Manager .....C. R. Jolliff
Chief Engineer.....Larry Hennigan
Record MC.....J. J. Rattay

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WAKR

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc.....Power: 5000 watts
Owned-Operated By..Summit Radio Corporation
Address.....First Central Tower
Phone Number.....HEmlock 6151
Transmitter Location Swarts Road, RFD, South Akron
Time on the Air .....6:30 a.m. to 1 a.m. Sundays, 7 a.m. to 1 a.m.
News Service.....AP & UP
Transcription Service.....NBC Thesaurus, Standard
Representative .....Weed & Co.

Personnel

President-Station Manager....S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Sales Promotion Manager.....V. G. Berk
Program Director.....Stanley N. Schultz
Musical Director.....Stanley Schultz
Chief Engineer.....George V. Paul

WHKK

AKRON—

MUTUAL BROADCASTING SYSTEM

Frequency: 640.....Power: 1000 Watts
Owned-Operated By...United Broadcasting Co.
Address .....51 West State St.
Phone .....BL 7101
Transmitter Location.....Akron-Peninsula Rd.
Time on the Air.....8 a.m. to Pacific Sunset Sign Off
Newspaper Affiliation....Forrest City Pub. Co.
News Service .....AP
Transcription Service .....World
Representative.....Radio Advertising Co.

Personnel

Chief Executive.....H. K. Carpenter
General Manager.....H. K. Carpenter
Station Manager.....R. W. Richmond
Sales Manager.....J. A. Harrington
Program Director.....Lew Henry
Chief Engineer.....James Hill
*CP

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WICA

ASHTABULA—EST. 1937

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....WICA, Inc.
Address.....221 Center St.
Phone Numbers 1211-1311
Studios.....221 Center St., Ashtabula; State St., Painesville, Ohio
Transmitter Location.....Jefferson Road, RFD
Time on the Air .....Local sunrise to sunset
News Service .....UP
Transcription Service .....World
Representative.....The Walker Co.

Personnel

President.....C. A. Rowley
Manager.....R. B. Rowley
Commercial Manager .....Donald Fassett
Sales Promotion Manager.....A. B. Newkirk
Program Director.....W. W. Walrath
Publicity Director.....Al Newkirk
Musical Director .....Mary Pavolino
Chief Engineer.....Homer Johnson

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WHBC

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
Owned By.....Brush-Moore Newspapers, Inc.
Operated By..The Ohio Broadcasting Company
Address.....550 Market Avenue, South
Phone Number 7-166

Transmitter Location.....Lakeside and 22nd Street, N. W.
Time on the Air.....7 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
Newspaper Affiliation.....Brush-Moore Newspapers, Inc.
News Service.....AP & UP
Transcription Service .....World
Representative.....Burn-Smith Co., Inc.

Personnel

President.....Louis H. Brush
General Manager.....Felix Hinkle
Commercial-Sales Promotion Manager.....Robert C. Fehlman
Director of War Programs....Elizabeth Weeks
Publicity Director .....Robert C. Fehlman
Program Director.....Leonard Taylor
Musical Director .....Martin Alexander
Chief Engineer.....Homer A. Ray
Technical Director.....Kenneth Sliker

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WCKY

CINCINNATI—EST. 1929
COLUMBIA BROADCASTING SYSTEM
Frequency: 1530 Kc.....Power: 50000 Watts

Owned-Operated By.....L. B. Wilson, Inc.
Address .....Hotel Gibson, 5th & Walnut Streets
Phone Number ..... Cherry 6565
Transmitter Location..near Crescent Springs, Ky.
Time on the Air: .. 5 a.m. to 1 a.m.; Sundays 7 a.m. to 1 a.m.
News Service.....AP; UP
Transcription Service.....Standard Radio; Lang-Worth
Representative .....Free & Peters

Personnel

President and General Manager..L. B. Wilson
Station and Commercial Mgr..Fred A. Palmer
Promotion Manager.....Wells Bruen
Program-Production Director .....Robert M. Fleming
Director of War Programs.....Jeanette Fuller
Musical Director .....Charles Mauthe
Publicity Director.....Charles F. McGrath
Studio Supervisor.....Arthur D. Gillette
Transmitter Supervision...Harvey B. Glatstein

Akron

WHKK

640 K.C.
1000 WATTS
UNITED BROADCASTING CO.
Operators of WHK, Cleveland; WHKK, Akron; WHKC, Columbus

MUTUAL

Represented by RADIO ADVERTISING COMPANY

WCPO

CINCINNATI—EST. 1922

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By.....Scripps-Howard
Adress.....3800 Carew Tower Bldg.
Phone Number .....MAin 3314
Transmitter Location...Daylight Building, 623 East 6th St.
Time on the Air.....6 a.m. to 12:15 a.m.; Saturdays, 6 a.m. to 2 a.m.; Sundays, 7:15 a.m. to 12:15 p.m.
Newspaper Affiliation: The Cincinnati Post; Scripps-Howard Newspapers
News Service ..... UP
Transcription Service.....Standard Radio Lang-Worth; Associated Music Publishers
Representative .....The Branham Company

Personnel

President.....Jack Howard
V.-P. & Gen. Mgr.....M. C. Watters
Commercial Manager.....Evelyn C. Eppinger
Sales Promotion Manager..Evelyn C. Eppinger
Production Manager.....Fred P. Pfahler
Chief Announcer.....Glen Clark Miller
Publicity Director.....Alys V. Kestle
Musical Director.....Eugene T. Hoctor
Chief Engineer.....Roger Wetz

WKRC

CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....The Cincinnati Times-Star Co.
Address .....Hotel Alms
Phone Number .....Woodburn 0550
Transmitter Location .....Hotel Alms
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
Newspaper Affiliation..The Cincinnati Times-Star
News Service .....AP, UP
Transcription Service....Lang-Worth, Standard
Representative .....The Katz Agency

Personnel

President .....Hulbert Taft, Sr.
General Manager.....H. E. Fast
Sales Manager.....U. A. Latham
Sales Promotion.....Nelson King
Program Director.....Jowel W. Stovall
Production Manager.....Syd Cornell
Publicity Director.....Jeanne Roberts
Musical Director .....Gladys Lee
Chief Engineer.....George Wilson

More Quarter Hours
are sold to
national and local sponsors on
WKRC
than on any other
network station
in
Cincinnati

W L W

CINCINNATI—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
Owned-Operated By..The Crosley Corporation
Address .....Crosley Square
Phone Number.....Cherry 1822
Transmitter Location.....Mason, Ohio
Time on the Air.....24 hours daily
News Service.....AP; INS; UP; Reuters
Transcription Service.....World Broadcasting System; NBC Thesaurus
National Sales Office....630 Fifth Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago
Representative...Spot Sales, Inc. (West Coast)

Personnel

President .....Powel Crosley, Jr.
Vice-President in Charge of Broadcasting .....James D. Shouse
V. P. and Assistant General Manager .....R. E. Dunville
Sales Manager .....Harry Mason Smith
Sales Manager, N. Y. Office..Warren Jennings
Sales Manager, Chicago Office..George Clark
Dir. of Promotional Activities.Marshall N. Terry
Merchandising Manager.....Arthur Griffes
Director of War Programs.....Katherine Fox
Program Director .....Howard Chamberlain
Production Manager.....Richard Hubbell
Publicity Director .....William L. Barlow
Musical Director..... Milton Weiner
Chief Engineer.....R. J. Rockwell

W S A I

CINCINNATI—EST. 1928

BLUE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Marshall Field
Address.....104 West 9th
Phone Number.....Cherry 1822
Studio.....9th & Elm Sts.
Transmitter Location.....Near Mt. Healthy, Ohio
Time on the Air: .....Unlimited License
News Service.....AP & UP
Transcription Service.....World Broadcasting System; NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President .....Marshall Field
Station Manager.....Walter A. Callahan
Sales Manager.....Mary Scott Welsh
Program Director.....James Leonard
Director of War Programs.....Kit Fox
Production Manager.....William Augenbaugh
Publicity Director.....Mary Scott Welch

FOR QUALITY

AP !

YUSIF . . . THE CAMELS' CHOICE!

In Bagdad-on-the-Cuyahoga, which is also called Cleveland, one Yusif ibn Usif presided over a filling station for camels. He had fresh, sparkling well water, the delight of dry dromedaries. Yet the camel trains disdainfully passed him by. And he eked out a miserable existence, one eke at a time.

On the caravan road, beyond the city gates, he placed an inscription which said, "Stop at Yusif's place. Good drink for man and beast." And another scroll at his station praised the celestial cleanliness of his rest rooms. But, though he also purveyed exotic viands, such as hamburgers, nothing availed.

Then spoke unto him a friend saying, "Listen, droopy burnouse! Hundreds of contented camels drink at city filling stations. For the camel drivers are lured thither from afar — by the magic of wireless — over WHK. Do thou likewise, and the camels will walk a mile to you." And Yusif did. And the camels did. And WHK scored another merchandising hit.

Simply because it sells like crazy,

WHK

is

"Retailers' Choice in Cleveland"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK, Cleveland — WHKK, Akron WHKC, Columbus

WGAR

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Authorized..Power: 5000 d.; n. 5000
Owned-Operated By.....The WGAR Broadcasting Company
Address ..... Hotel Statler
Phone Number .....Prospect 0200
Transmitter Location..Broadview & Atkins Rd., Brecksville, Ohio
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....World Broadcasting System & Lang-Worth
Representative....Edward Petry & Co., Inc.

Personnel

President.....George A. Richards
Vice President-General Manager..John F. Patt
Assistant Manager.....Carl E. Moore
Commercial Manager.....Harry Camp
Sales Promotion Manager....Clyde Vortman
Director of Operations.....Carl George
Program Director.....David Baylor
Publicity Director .....Manuel Eisner
Production Manager-Chief Announcer .....Wayne Mack
Musical Director and Artists Bureau Head .....Walberg Brown
Chief Engineer.....R. Morris Pierce

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WHK

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By..United Broadcasting Co.
Address .....1311 Terminal Tower
Phone Number.....PRospect 5800
Transmitter Location ....Seven Hills Village
Time on the Air: 6:45 a.m. to 1 a.m.; (126¼ hours weekly)
Newspaper Affiliation.....Cleveland Plain Dealer
News Service ..... AP
Transcription Service..Lang-Worth, Associated, BMI
Representative .....Paul H. Raymer Co.

Personnel

President .....Sterling E. Graham
Vice-President .....H. K. Carpenter
Sales Manager.....J. B. Maurer
Program Director.....C. M. Hunter
Merchandising Manager.....Sue Cornelius
Chief Announcer.....George Todd
Publicity Director.....Saul Glantz
News Editor .....Arthur O. Beamer
Musical Director.....Willard Pott
Chief Engineer.....Ralph DeLany

FOR QUALITY AP !

...billionarea!
Where thousands go "to see" — millions LISTEN free!
And they bring along a BILLION DOLLARS* spending money!
WJW
850
Basic Blue
Cleveland
Population: two million
Radio Homes: a half million
*Retail Sales: a billion
This is a billion dollars talking. You can't "talk back" to a billion—but you can talk TO it!
Lake Erie
GEAUGA
CLEVELAND
TRUMB
MEDINA
SUMMIT
PORTAGE
STARK
OHIO
HOLMES

WJW

CLEVELAND—EST. 1943

BLUE NETWORK

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Address .....WJW Building, Playhouse Square
Phone Number .....SUperior 0101
Transmitter Location ....North Royalton, Ohio
Time on the Air.....Full time
News Service .....UP
Transcription Service .....Standard
Representative .....Headley-Reed Co.

Personnel

President and General Manager .....William M. O'Neil
National Sales Dir.....Harold W. Waddell
Sales Promotion and Merchandising Manager .....Ben Stiller
Program Director .....Edward N. Palen
Production Manager .....Arden Gifford
Publicity Department .....Earl Harper
Musical Director .....Donald Kayler
Chief Engineer .....Gerold G. Roberts

•

WTAM

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
Owned-Operated By....National Broadcasting Co.
Business Address ...815 Superior Ave., N.E.
Phone Number .....Cherry 0942
Transmitter Location .....Brecksville, Ohio
Time on the Air: 5 a.m. to 1 a.m.; Sundays, 6 a.m. to 1 a.m.
News Service.....UP; AP
Transcription Service .....NBC Thesaurus; Standard Radio
Representative.....NBC National Spot Sales

Personnel

President .....Niles Trammell
Station Manager .....Vernon H. Pribble
Commercial and Sales Promotion Manager .....Howard A. Barton
Program Director.....Hal Metzger
Production Manager .....Fred Wilson
Musical Director .....Lee Gordon
Chief Engineer.....S. E. Leonard

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WBNS

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....WBNS, Incorporated
Address .....33 North High Street
Phone Number.....Adams 9265
Transmitter Location .....1035 Barnett Rd.
Time on the Air..6 a.m. to 1 a.m. daily;8 a.m. to 1:05 a.m. Sunday
News Service ..... AP
Transcription Service.....Standard Radio
Representative.....John Blair & Company

Personnel

President.....Robert H. Wolfe
Station Manager.....Edgar T. Wolfe
Sales and Commercial Manager.....W. I. Orr
Sales Promotion Manager....Jerome T. Reeves
Program Director.....Geer Parkinson
Production Manager.....Tom DeVore
Chief Announcer.....Irwin A. Johnson
Musical Director.....Geer Parkinson
Publicity Director.....Jerome R. Reeves
Chief Engineer.....Lester H. Natzger

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WCOL

COLUMBUS—EST. 1934

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Pixleys
Business Address.....33 North High St.
Phone Number .....Main 4581
Transmitter Location.....33 North High St.
Time on the Air.....24 hours daily 8 a.m. to 1 a.m.
News Service.....INS & AP
Transcription Service.....World; Lang-Worth
Representative .....Weed & Company

Personnel

Owner.....L. A. Pixley
Station-Commercial Manager.....Jack Kelly
Program Director.....Howard Donahoe
Production Manager.....Al Albinger
Publicity .....Jim Renick
Chief Engineer.....Leo DeConnick

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WHKC

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By.....United Broadcasting Co.
Address .....22 East Gay St.
Phone Number ..... Adams 1101
Transmitter Location.....901 Obetz Road
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation .....Cleveland Plain Dealer
News Service ..... UP
Transcription Service .....Lang-Worth
Representative .....Radio Advertising Corp.

Personnel

President .....Sterling Graham
General Manager.....Carl M. Everson
Commercial and Sales Promotion Manager .....Harry H. Hoessly

Program Director-Production Manager .....John Moses
Publicity Director.....Ruth Chiappa
Chief Announcer .....Bernard J. Sweeney
Artists Bureau Head-Musical Director .....Abram Ruvinsky
Chief Engineer.....J. E. Anderson
Record MC .....Don Bachman

WOSU

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By....Ohio State University
Business Address .....Columbus
Phone Numbers: University 3148; Extension 711
Studio Address .....Campus
Transmitter Location: University Golf Course, 3 miles northwest of Columbus
Time on the Air.....Limited time, to sunset at Dallas, Texas
News Service .....UP
Transcription Service .....Lang-Worth

Personnel

President.....Howard L. Bevis
Station Director.....R. C. Higgy
Program Director.....William H. Ewing
Production Manager.....Edgar Sprague
Publicity Director.....H. K. Schellenger
Chief Announcer.....Edgar A. Sprague
Musical Director.....Ann Charles
Chief Operator.....C. H. Boehnker

(Non-Commercial Station)

WHIO

DAYTON—EST. 1935

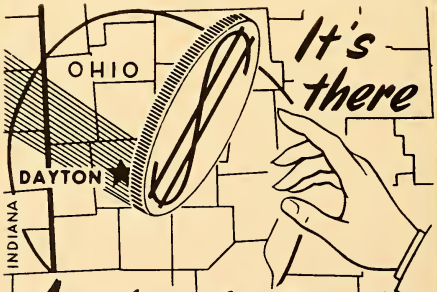
COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By..Miami Valley Broadcasting Corporation
Business Address.....45 South Ludlow Street
Phone Number .....ADams 2261
Transmitter Location..Hempstead Road (R.R. No. 2—Box 292 A, Dayton, Ohio)
Time on the Air.....18½ hours daily
Newspaper Affiliations: Dayton Daily News;

DAYTON OHIO

Long recognized as one of the Key Production Centers of the Nation, In peace, In war—a highly Prosperous and Profitable market —For YOU.

5000 WATTS



And You Can Reach It Now!!

WHIO

FOR COMPLETE FULL TIME COVERAGE

1290 ON THE DIAL

G. P. HOLLINGBERY COMPANY
Representatives

HARRY E. CUMMINGS
Southeastern Representative

Springfield (O.) News and Sun; Atlanta Journal; Miami Daily News
News Service.....UP, INS, Reuters & AP
Transcription Service..Standard Radio & World
Representative.....George P. Hollingbery Co.
Reps. for South..Harry Cummings, Jacksonville, Fla.

Personnel

President.....James M. Cox, Jr.
General Manager.....Robert Moody
Sales Manager.....Arthur H. Tomsett
Sales Promotion Manager..Garland V. Baldwin
Program Manager.....Lester G. Spencer
Production Director.....Don Wayne
Musical Director.....Henry Lange
Chief Announcer.....Sigel A. Roush
Chief Engineer.....Ernest L. Adams

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WING

DAYTON—EST. 1939

BLUE NETWORK

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By..Great Trails Broadcasting Corporation
Address.....121 North Main Street
Phone Number.....ADams 3288-89-80
Transmitter Location.....Shaker Road
Time on the Air.....6 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, NBC Thesaurus
Representative.....Weed & Company

Personnel

President.....Ambassador Charles Sawyer
Station Manager.....J. P. Williams
Sales Manager.....Harold Higgins
Sales Promotion Manager.....Ima E. Wing
Program Production Director.....Ranny Daly
Musical Director.....Charles Reeder
Chief Engineer.....Stanley Beck

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WFIN

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By..Findlay Radio Company
Business Address....500½ South Main Street
Phone Number.....Main 1330
Transmitter Location.....Williams Road
Time on the Air:6:30 a.m. to local sunset; Sundays, 7:30 a.m. to local sunset
News Service .....INS
Transcription Service .....Lang-Worth; Standard Radio & Keystone

Personnel

General Manager.....Fred R. Hover
Sales Manager.....Kent L. Jeffrey
Program Director.....Millicent Mertz
Musical Director .....Barbara J. Tyner
Chief Engineer.....Edgar Smith

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WMOH

HAMILTON—EST. 1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..The Fort Hamilton Broadcasting Co.
Address.....Second National Bank Bldg.
Phone 4664
Transmitter Location.....Middletown Pike
Time on the Air.....Unlimited
News Service .....UP
Transcription Service.....NBC Thesaurus; MacGregor

Personnel

President.....Herbert G. Pabst
Station Manager.....Don Ioset
Sales Mnaager.....Joe True
Program Director.....Sam Sague
Chief Engineer.....Andrew Bruck
Musical Director.....Elsie Remp

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WLOK

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The Fort Industry Co.
Address.....620 National Bank Bldg.
Phone 93161
Transmitter Location.....1424 Rice Ave.
Time on the Air.....7 a.m. to midnight daily; 8 a.m. to midnight Sunday
News Service .....UP
Transcription Service....Lang-Worth, Standard
Represenatives .....Headley Reed

Personnel

President.....George B. Storer
Vice-President & Gen. Mgr.....J. Harold Ryan
Sales Promotion Manager.....R. G. Elvin
Program Director.....Edgar C. Ulrick
Chief Announcer.....John Daniels
Chief Engineer.....Richard Gartner
Record MC.....Robert Shelley

WMAN

MANSFIELD—EST. 1939

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Address.....144½ Park Avenue West
Phone Numbers.....4235-6
Transmitter Location..Corner Longview Ave. and No. Main St.
Time on the Air....6:30 a.m. to midnight daily; 8 a.m. to midnight Sunday
News Service .....UP
Transcription Service.....Standard Radio

Personnel

President-Chief Executive.....J. M. O'Hara
Sales Promotion.....Bessie Blackman
Program Director.....Robert Christopher
Musical Director.....Earl Black
Chief Engineer.....William Morrison

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WMRN

MARION—EST. 1940

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Marion Broadcasting Company
Address.....North Main Street
Phone Number 2516
Transmitter Location.....North Main Street
Time on the Air.....Unlimited
News Service .....UP
Transcription Service.....NBC Thesaurus, Standard

Personnel

President-Station Manager.....Robert T. Mason
Commercial Manager.....Geo. A. Speese
Sales Manager.....George A. Speese
Program Director.....Madge L. Cooper
Production Manager.....Harley West
Musical Director.....Carol Whirrett
Chief Engineer.....S. Robert Morrison

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WPAY

PORTSMOUTH—EST. 1935

MUTUAL BROADCASTING SYSTEM & OHIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Brush-Moore Newspapers
Address.....1009 Gallia St.
Phone Number 1010
Transmitter Location.....1009 Gallia St.
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 7:30 a.m. to 11 p.m.
Newspaper Affiliation.....Portsmouth Times
News Service.....AP & UP
Transcription Service.....Lang-Worth & BMI

Personnel

President .....Louis H. Brush
Station Manager.....Paul Wagner
Sales Promotion.....William Bierley
Program Director .....Pat Hooley
Chief Engineer .....Maurice Myers

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WIZE

SPRINGFIELD—EST. 1940

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Radio Voice of Springfield, Inc.
Address .....115 West High Street
Phone Number 4955
Transmitter Location .....Springfield
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP & AP
Transcription Service .....NBS Thesaurus
Representative .....Weed & Co.

Personnel

President .....Charles Sawyer
Exec. Vice-President.....J. P. Williams

Station Manager.....Adna Karns
Promotion-Publicity .....Jim Newman
Program Director.....Arthur Martin
Chief Engineer.....Victor Bushong

WSTV

STEUBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
THE FRIENDLY GROUP
TRI-STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Valley Broadcasting Company
Business Address...Exchange Realty Building
Phone Number 2-6265-66-67
Transmitter Location.....Altamont Heights
Time on the Air.....7 a.m. to 1 a.m.
News Service .....UP
Transcription Service .....Standard
Representative.....Spot Sales, Inc.

Personnel

General and Commercial Mgr...John J. Laux
Program-Publicity Director.....John L. Merdian
Chief Announcer.....George H. Wilson, Jr.
Chief Engineer.....Joseph Troesch

WSPD

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By....The Fort Industry Co.
Address....Broadcast Building, 136 Huron St.
Phone Number.....ADams 3175
Transmitter Location: Oregon Road, East Toledo
Time on the Air.....6 a.m. to 1 a.m.
News Services.....AP; INS
Transcription Service.....NBC Thesaurus & Lang-Worth
Representative.....The Katz Agency

Personnel

President.....George B. Storer
Vice President.....J. Harold Ryan
Managing Director.....E. Y. Flanigan
Sales Promotion Manager.....W. F. Shannon
Program Director.....Robert B. Evans
Publicity Director .....Al Ruhfel
Chief Engineer Studio.....Frank M. Hilbert
Chief Engineer Transmitter....Edward L. Goon

Introducing Four Stations in Four States under the management of "The Friendly Group". Extending you a friendly hand for more business from these thriving communities.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.

THE FRIENDLY GROUP

WSTV
STEUBENVILLE, O.
JOHN LAUX, MGR.
MUTUAL

WFPG
ATLANTIC CITY, N. J.
EDDIE KOHN, MGR.
BLUE NETWORK

WJPA
WASHINGTON, PA.
JOHNNY CROFT, MGR.
MUTUAL

WKNY
KINGSTON, N. Y.
LOU STEKETEE, MGR.
MUTUAL

WKBN TRANSMITTER

PIONEER WITH VISION

In September, 1926, WKBN began broadcasting as the pioneer station of the Youngstown Area, one of the top industrial regions of the nation . . . ranking third in steel production, alone. Foresight, vision and continuous endeavor in behalf of sponsor and listener have created and retained the leadership enjoyed in the entire area served by WKBN.

The Youngstown Market, unlike many, will not be materially affected by reconversion since the products produced for war are substantially those products which will continue to be in tremendous demand in the peace time to which we are all looking forward.

With confidence in the future of America we accept the responsibilities our position demands and pledge even greater opportunities to the radio advertisers and listeners of tomorrow.

REPRESENTED BY:
PAUL H. RAYMER COMPANY

WTOL

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Community Broadcasting Company
Address .....Bell Building
Phone Number.....Adams 3291
Transmitter Location.....Bell Building
Time on the Air.....Unlimited license
News Service .....UP
Transcription Services..Associated Music Publishers; Standard Radio
Representative.....Radio Advertising Corp.

Personnel

President .....Frazier Reams
Vice President-General Manager..Arch Shawd
Commercial Manager.....Gard Wallace
Sales Promotion Manager.....John Morgan
Program Director.....Jean Wright
Program Director.....Russell Perry
Publicity Director.....Betty Hartman
Chief Announcer.....Robert Kreighoff
Musical Director.....John Sheehan
Chief Engineer .....John Sheehan

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WRRN

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nied & Stevens
Address.....2nd National Bank Building
Phone Number 4490
Time on the Air.....6:45 a.m. to 12 midnight
Transmitter Location..710 Main Avenue, S. W.
News Service .....AP
Transcription Service...Standard & Lang-Worth
Representative.....Burn-Smith Company, Inc.

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
Station Manager.....Emerson J. Pryor
Commercial Manager.....Frank B. Cannon
Program Director.....David C. Hale
Chief Engineer.....Charles J. Hurton

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WFMJ

YOUNGSTOWN—EST. 1939

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..WFMJ Broadcasting Co.
Address.....101 W. Boardman St.
Phone Number 34121
Transmitter Location....101 W. Boardman St.
Time on the Air.....6 a.m. to 12 midnight; Saturdays, 6 a.m. to 1 a.m.; Sundays, 7 a.m. to 12 midnight

An

Outstanding

Audience

in

Toledo

Says

WTOL

An
outstanding audience
in the Toledo area

★

Women follow
its department store programs

★

The listener audience of WTOL throughout the Toledo area is exceptionally department store conscious. For a far higher percentage of leading department stores use radio advertising in Toledo than in most major markets. 5 out of the 6 department stores in Toledo use WTOL. So do *all* of the drug chains and *all* the bread companies. This acceptance signifies the primary influence of WTOL in the Toledo market. Locally owned and operated... it's "The Biggest Little Station in the World".

★

BASIC *Blue* NETWORK

WTOL

"Toledo's Friendly Station"

NATIONAL REPRESENTATIVES: *RADIO ADVERTISING COMPANY*

Newspaper Affiliation..Youngstown Vindicator
News Service.....AP; UP
Transcription Services.....Lang-Worth; Standard Radio
Representative.....Headley-Reed Company

Personnel

Owner-Station Manager..William F. Maag, Jr.
Sales Manager.....Phil Wood
Program Director .....Robert B. Mackall
Chief Announcer.....Hal Fredericks
Musical Director.....Col. L. R. Boals
Chief Engineer.....Frank Dieringer

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WKBN

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Broadcasting Corp.
Address.....17 N. Champion St.
Phone Number 4-2122
Transmitter Location.....3430 Sunset Blvd.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation..Cleveland Plain Dealer
News Service .....UP
Transcription Services.... World; Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

President and Gen. Mgr..W. P. Williamson, Jr.
Station-Commercial Manager.....J. L. Bowden
Program Director.....Gene Trace
Production Manager.....Karl Bates
Publicity Director.....Foster Harmon
Musical Director.....Dwight Merriam
Chief Engineer.....B. T. Wilkins (on Leave)

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WHIZ

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned By...Southeastern Ohio Broadcasters, Inc.
Operated By.....Fort Industry Company
Address.....North Fifth St.
Phone Number 6000
Transmitter Location.....Newark Road
Time on the Air.....6 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative.....John Blair & Company

Personnel

President.....Goerge Storer
Managing Director.....Allen L. Haid
Sales Manager.....Robert Kerns
Program Director.....Ivan Harnew
Chief Announcer.....Jack Roeder
Chief Engineer.....Wm. Hunt

OKLAHOMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KADA

ADA—EST. 1934

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dr. C. C. Morris
Address.....207 First Nat'l Bank Bldg.
Phone Number 1212
Transmitter Location .....North Broadway
Time on the Air.....6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service .....AP
Representative.....Taylor Howe Snowden

Personnel

Owner.....Dr. C. C. Morris
Manager .....H. Weldon Stamps
Commercial Manager.....LeRoy W. Moses
Program Director .....Bill McDowell
Chief Engineer .....Harold Walker

KVSO

ARDMORE—EST. 1935

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1240 Kc.....Power: 250 d.; 100 n.
Owned-Operated By.....Ardmoreite Publishing Co.
Business Address .....Hotel Ardmore
Phone Number 3030
Studio Address .....Hotel Ardmore
Transmitter Location.....Chickasaw & Northwest Blvd.
Time on the Air.....Unlimited License
Newspaper Affiliation.....Daily Ardmoreite
News Service .....AP
Representative.....Taylor Howe Snowden

Personnel

General Manager.....Albert Riesen
Commercial Manager .....Hillis Bell
Musical Director.....Dolly Dutton
Chief Engineer .....C. M. Milner

KWON

BARTLESVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Broadcasting Co.
Business Address ...Union Natl. Bank Bldg.
Phone Number 1400
Studio Address.....Union National Bank Bldg.
Transmitter Location .....Dewey Road
Time on the Air.....6:30 a.m. to 10:45 p.m.
News Service .....AP

Personnel

President-General Manager.....J. Fred Case
Commercial Manager.....Jim Case
Program Director.....George S. Lanham
Chief Announcer.....D. D. Frieday
Musical Director .....Martha Boucher
Chief Engineer.....E. Dallas DeGrafenreid

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KASA

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc .....Power 100 Watts
Owned-Operated By.....Southwest Broadcasting Co.
Address.....Casa Grande Hotel
Phone Number..... 730
Transmitter Location.....Casa Grande Hotel
Time on the Air.....Full time
News Service ..... AP
Transcription Service .....Keystone Broadcasting System

Personnel

President.....L. J. Preston
Supervisor.....F. E. Mayhew
Program Director-Chief Announcer...Joe Fenter
Chief Engineer.....Howard Jeter

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KCRC

ENID—EST. 1929

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Enid Radiophone Co.
Business Address...Willow & Kennedy Sts.
Phone Number 447
Transmitter Location.....Willow & Kennedy Sts.
Time on the Air.....6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
Newspaper Affiliation...Enid Morning News; Enid Daily Eagle
News Service .....AP
Transcription Service .....Standard
Representative.....John E. Pearson Co.

Personnel

President-Station Manager....Milton B Garber
Commercial Manager.....H. P. Hale
Program Director.....Marjorie Hromas
Publicity Director.....Eleanor Hoehn
Chief Announcer.....Gleason Kistler
Chief Engineer.....Murray Coleman

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KSWO

LAWTON—EST. 1941

KEYSTONE BROADCASTING SYETEM

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By.....Carver & Ross Radio Broadcasters
Business Address.....1710 E. Avenue
Phone Number..... 2370
Studio Address.....17th & E. Streets
Transmitter Location.....17th & E. Streets
Time on the Air.....Daytime license
News Service .....UP
Transcription Service.....NBC Thesaurus; Associated

Personnel

President .....Byrne Ross
Station and Commercial Manager..Byrne Ross
Sales Promotion Manager-Chief Announcer .....K. Burkett
Program-Musical Director.....Winifred Ross
Chief Engineer.....W. E. Billington

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KBIX

MUSKOGEE—EST. 1936

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:
Oklahoma Press Publishing Co.
Business Address.....Barnes Bldg.
Phone Number 303
Studio Address .....Barnes Building
Transmitter Location .....Barnes Building
Time on the Air.....6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation.....Muskogee Daily Phoenix & Times Democrat
News Service ..... AP
Representative.....Radio Advertising Co.

Personnel

President .....Tams Bixby, Jr.
General and Commercial Mgr....Jimmie Barry
Chief Engineer.....Glenn Barnett

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WNAD

NORMAN—EST. 1922

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Operated By..University of Oklahoma
Business Address...Faculty Exchange, Norman
Phone Number .....900; Station No. 124
Studio Address .....Student Union Bldg.
Transmitter Location.....1140 Jenkins Ave.

Time on the Air.....Daytime License
News Service .....AP

Personnel

Station Director.....John W. Dunn
Musical Director.....Mrs. Gerald Hollman
Production Manager.....John W. Dunn
Technical Supervisor .....Clyde Farrar
Chief Engineer.....Jack Boyer

(Non-Commercial Station)

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KOCY

OKLAHOMA CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Plaza Court Broadcasting Co.
Address .....Plaza Court
Phone Number..... 3-4333
Transmitter Location.....Plaza Court
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Transcription Service .....Associated Music Publishers; Standard Radio; NBC Thesaurus
Representative .....The Walker Co.

Personnel

President.....John D. Thomas
Manager.....M. H. Bonnebrake
Commercial Manager .....George Tarter
Program Director.....Harold Durham
Production Manager .....Paul Duncan
Chief Engineer.....George W. Brock

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KOMA

OKLAHOMA CITY—EST. 1932
(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
REGIONAL NETWORK (KOMA-KWFT-KTUL)

Frequency: 1520 Kc.....Power: 5000 Watts
Owned-Operated By..... KOMA, Inc.
Address .....Biltmore Hotel
Phone Number 2-3291
Studio Address.....24th Floor, Biltmore Hotel
Transmitter Location: 7½ miles north of Oklahoma City
Time on the Air: 5:55 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service ..... UP
Transcription Service.....World Trans. Service Publishers, NBC Thesaurus
Representative..... Free & Peters

Personnel

President .....Kenyon Brown
Station Manager.....Kenyon Brown
Commercial Manager.....C. A. Minor, Jr.
Production-Program Director....Paul Buenning
Musical Director.....Mickey Reynolds
Chief Engineer.....M. W. Thomas

KTOK

OKLAHOMA CITY—EST. 1927

BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned by.....O. L. "Ted" Taylor
Owned-Operated By.....Oklahoma Broadcasting Company, Inc.
Business Address.....2004 Apco Tower
Studio Address.....1800 West Main
Phone Number 3-8352
Transmitter Location.....1800 West Main
Time on the Air: 6:30 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11:30 p.m.
News Service.....AP & UP
Transcription Service.....World; Lang-Worth
Representative.....Taylor Howe Snowden

Personnel

President.....O. L. "Ted" Taylor
Station Manager.....Robert D. Enoch
Commercial Manager.....Frank J. Lynch
Promotion-Publicity Director....Elizabeth Giles
War Program Director.....Harold Shreve
Musical Director.....Jean Knight Paxton
Chief Engineer.....Clifford Easum

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WKY

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc...Power: 5,000 d.; 1,000 n.
Owned By.....Oklahoma Publishing Co.
Operated By.....WKY Radiophone Co.
Address.....Skirvin Tower Hotel
Phone Number..... 3-4306
Transmitter Location.....Highway No. 66
Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.
Newspaper Affiliation.....Daily Oklahoman; Oklahoma City Times; The Farmer Stockman
News Service ..... AP
Transcription Service.....Standard Library
Representative .....The Katz Agency

Personnel

President.....E. K. Gaylord
Secretary-Treasurer.....Edgar T. Bell
Station Manager.....Gayle V. Grubb
Commercial Manager.....Ralph Miller
Program Director.....Bloyce Wright
Continuity Director.....George Hamaker
Director of Child Education.....Edyth Wallace
Chief Announcer .....Ben Morris
News Editor .....Dow Mooney
Musical Director .....Allan Clark
Traffic Manager.....Daryl McAllister
Chief Engineer .....Herman Lovell

KHBG

OKMULGEE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Okmulgee Broadcasting Corp.
Address .....McCulloch Bldg.
Phone Number 3646
Transmitter Location .....Okmulgee
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service..Lang-Worth; Keystone

Personnel

President-Manager .....Pat Buford
Commercial-Sales Promotion Manager Lucille Buford
Program-Production Director .....Nova Clarke
Chief Announcer .....Bob Greenwood
Chief Engineer .....Chester Ludwick

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WBBZ

PONCA CITY—EST. 1927

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Adelaide Carrell
Address .....615 West Grand Avenue
Phone Number 433
Transmitter Location.....615 Grand Avenue
Time on the Air.....7:00 a.m.

Personnel

Managing Director .....A. L. Carrell
Sales Promotion-Station Manager...Boyd Kelly
Sales Manager.....L. C. McKenney
Chief Announcer.....Don Chadd
Chief Engineer.....Lewis E. Brown

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KGFF

SHAWNEE—EST. 1930

BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KGFF Broadcasting Co.
Address..... Aldridge Hotel
Phone Numbers.....4390 also 3918
Transmitter Location.....Shawnee Country Club
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation....Stauffer Publications
News Service ..... AP
Representative.....Taylor Howe Snowden

Personnel

President .....Oscar Stauffer
Secretary-Treasurer and General Manager.....Joseph W. Lee
Commercial Manager .....Maxine Eddy
Promotion-Publicity Director.....Eileen Tice
Continuity Editor.....Mary Douglas Lee
Chief Announcer .....Jean Quillin
Chief Engineer .....Salvatore Ricciotti

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KOME

TULSA—EST. 1938

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
OKLAHOMA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Oil Capital Sales Corp.
Operated By.....Harry Schwartz
Address .....Radio Bldg., 910 S. Boston
Phone Number 3-4121
Transmitter Location.....3904 S. Newport
Time on the Air.....Unlimited also full time
News Service ..... AP
Transcription Service...Standard & Lang-Worth
National Representative.....Joseph Hershey McGillvra, Inc., also Taylor Howe Snowden

Personnel

President .....Harry Schwartz
General Manager .....Harold Grimes
Nat'l Adv. Manager and Counselor .....Fred Schwartz
Commercial Manager.....H. E. Grimes
Sales Promotion-Publicity Manager .....Mary Corkill
Program Director.....Dick Campbell
Continuity Director .....Lucille Burns
Traffic Manager .....Mary Corkill
Musical Director.....Alfred Fox
Chief Engineer.....Roy Brown
Record MC.....Etta May Avery

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KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Broadcasting Company, Inc.
Address .....National Bank of Tulsa Bldg.
Phone Number 2-3191
Studio Address..National Bank of Tulsa Bldg.
Transmitter Location.....Turley, Okla.
Time on the Air: 5:45 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service ..... UP
Transcription Service ....World Broadcasting; Langworth
Representative .....Free & Peters

Personnel

President.....J. T. Griffin
General Manager.....John Esau
Sales Manager.....R. P. Akin
Merchandise Manager.....L. A. Blust
Program Director.....Eddie McKeen
Publicity Director .....Billee Chandler
Continuity Chief .....Bernice Ash
Production Manager-Chief Announcer .....Leslie Scott

Musical Director.....Glenn Hardman
Director of War Programs....Mildred Gillespie
Chief Engineer .....Robert Snider

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KVOO

TULSA—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc.....Power: 50000 Watts
Owned-Operated By..... Southwestern Sales Corporation
Address .....Philtower Blg.
Phone Number 2-2254
Transmitter Location: 10 miles east of Tulsa on U. S. Highway No. 66
Time on the Air: 5.55 a.m. to 11:30 p.m.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.
News Service .....INS
Transcription Service.....Standard Radio; Lang-Worth
Representative.....Edward Petry & Co.

Personnel

President .....P. Q. Proctor
Vice President-General Manager.....William B. Way
Commercial Manager.....Gustav Brandborg
Publicity-Sales Promotion Manager, W. T. McClarin
Program-Production Director.....Allan Page
Chief Announcer .....Bud Jackson
Musical Director.....Joe O'Neill
Director of War Programs.....Allan Page
Chief Engineer.....L. W. Stinson

OREGON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Willamette Broadcasting Company
Business Address.....15th and Elm Streets
Phone Number 870
Transmitter Location.....15th and Elm Streets
Time on the Air.....Unlimited License
Newspaper Affiliation.....Albany Democrat Herald
News Service .....UP
Transcription Service .....Standard Radio
Representative .....John Keating

Personnel

President.....W. L. Jackson
Secretary-Treasurer.....R. R. Cronise
Station Manager .....Chet Wheeler
Commercial Manager.....Hal Byer
Program Director .....Howard Parent
Corvallis Studio Manager.....Bob Reinholdt
Musical Director.....Nancy Fisher
Chief Engineer .....Herb Davidson

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KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Astoria Broadcasting Co.
Address.....1006 Taylor Avenue
Phone Number 95
Transmitter Location.....1006 Taylor Avenue
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation.....Astorian-Budget
News Service .....UP
Transcription Service.....Standard Radio

Personnel

President.....M. R. Chessman
Station Manager .....L. E. Parsons
Commercial Manager.....R. D. Holmes
Chief Engineer .....James M. Titus

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KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address.....1st and Court Streets
Phone Number 140
Transmitter Location .....Baker
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus; C. P. MacGregor.
Representative.....W. S. Grant Co.

Personnel

General Manager.....Lee W. Jacobs
Director of War Programs.....Grace Baer
Chief Engineer.....Sidney Williams

KBND

BEND—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Bend Bulletin
Address.....1121 Wall St.
Phone Number.....848
Transmission Location.....1121 Wall St.
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation.....Bend Bulletin
News Service .....UP
Transcription Services.....Standard Radio; Lang-Worth; Keystone Broadcasting System

Personnel

Station Manager.....Frank H. Loggan
Commercial Manager .....Kessler Cannon
Chief Technician .....Wallace Guthrie

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KOAC

CORVALLIS—EST. 1925

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned by .....State of Oregon
Operated By..Oregon State System of Higher Education
Address .....Corvallis, Oregon
Phone Number 526
Studio Addresses.....Corvallis; Eugene
Transmitter Location.....Granger, Corvallis
Time on the Air.....10 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus

Personnel

Program Director .....Allen Miller
Publicity Director .....Ray Hamby
Director of Women's Programs .....Zelta Rodenwald
Musical Director .....Richard E. Fuson
Chief Engineer.....Grant S. Feikert

(Non-Commercial Station)

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KODL

THE DALLES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By.... Western Radio Corp.
Address .....Scenic Drive
Phone Number 2300
Transmitter Location .....The Dalles
Time on the Air...8 a.m. to sign-off; Sundays, 9 a.m. to 9 p.m.
Transcription Service.....C. P. MacGregor, Keystone
News Service .....UP

Personnel

President-General Manager, V. Barney Kenworthy
Station Manager.....Glenn Howell

KORE

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By ..Frank L. Hill and Violet G. Hill d/b Eugene Broadcast Station
Operated By.....Frank L. Hill
Address .....Route 3
Phone Number 3
Transmitter Location.....Route 3
Time on the Air: 6 a.m. to 11 p.m.; Sunday, 7:45 a.m. to 11 p.m.
News Service .....UP
Transcription Service.....C. P. MacGregor

Personnel

Partner .....Frank L. Hill
General Manager.....L. W. Trommlitz
Program Director .....Marjorie Jackson
Publicity-Production Director....Bruce Nidever
Chief Engineer.....Harold Gander

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KUIN

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
REDWOOD NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Southern Oregon Broadcasting Co.
Business Address.....P. O. Box 148
Phone Number 192
Studio Address..Redwood Highway & Pacific Highway
Transmitter Location....Redwood Highway & Pacific Highway
Time on the Air.....7 a.m. to 10 p.m.
Transcription Services...World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....A. E. Voorhies
Station Manager .....William B. Smullin
Commercial Manager .....Ralph Hanson
Program Director .....E. A. Malone
Sales Promotion Manager.....Lisa Hanson
Production Manager .....L. L. King
Chief Engineer.....Edward A. Malone

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KFJI

KLAMATH FALLS—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....KFJI Broadcasters, Inc.
Address .....Willard Hotel Bldg.
Phone Number 2125
Transmitter Location .....Klamath Falls
Time on the Air .....Unlimited license

Transcription Service..... World Broadcasting System, NBC Thesaurus
Representative .....W. S. Grant Co.

Personnel

Manager .....Jack Keating

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KFLW*

KLAMATH FALLS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Herald Publishing Co.

* *Construction Permit.*

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KLBM

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address .....La Grande
Phone Number..... 220
Transmitter Location ....One mile east of La Grande
Time on the Air.....Unlimited time
News Service ..... UP
Transcription Service.....Standard Radio; Keystone; Lang-Worth

Personnel

General Manager.....Lee W. Jacobs
Representative.....W. S. Grant
Chief Engineer.....Sidney Williams

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KOOS

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....Koos, Inc.
Address.....505 Hall Building
Phone Number..... 432
Transmitter Location.....Hall Building
Time on the Air.....6:45 a.m. to 10:30 p.m.
News Service ..... UP
Representative .....John Keating

Personnel

President.....Sheldon F. Sackett
General Manager.....Ben E. Stone
Commercial Manager .....Hal Shade
Program Director .....Margaret Anderson
Publicity Director.....Freddie Vigder
Office Manager.....Lucy Johnson
Chief Announcer .....Fred Shafer

KMED

MEDFORD—EST. 1926

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Mrs. W. J. Virgin
Address .....Ross Lane
Phone Number 4000
Studio Address .....Ross Lane
Transmitter Location .....Ross Lane
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service .....NBC Thesaurus

Personnel

Owner .....Mrs. W. J. Virgin
Station Manager .....Lee Bishop
Sales Promotion Manager.....Art Adler
Program Director .....Gladys LaMarr
Chief Engineer .....Dave Rees

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KWRC

PENDLETON—EST. 1941

NORTHWEST NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Western Radio Corp.
Address .....Box 178
Phone Number..... 1425
Transmitter Location.....S. W. 6th St.
Time on the Air: 7:30 a.m. to 10:05 p.m.; Sundays, 9 a.m. to 8 p.m.
News Service ..... UP
Transcription Service .....Lang-Worh
Representative .....John Keating

Personnel

President-Station Manager, V. Barney Kenworthy
Commercial Manager.....Henry M. Hogue
Production Manager and Chief Engineer .....Paul E. Walden

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KALE

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....KALE, Inc.
Business Address.....P. O. Box 1031
Phone Number .....Atwater 7209
Studio Address.....New Heathman Hotel Building
Transmitter Location...Head of Barnes Road
Time on the Air.....6:45 a.m. to 12 midnight
News Service .....INS; UP

BREAKING NEW GROUND

"To sell 'em—tell 'em over KGW." That's the keynote of something new in radio—a spot announcement campaign launched some months ago by KGW, Portland, Oregon, over WQXR New York and its FM affiliate WQXQ, introducing timebuyers to the vast market potentialities of the Pacific Northwest area KGW serves. This unique experiment in radio selling radio has won plaudits from the entire radio industry.

WQXR Announcements tell story of the KGW MARKET

AGRICULTURE

"Oregon's amazing growing climate puts the state in the lead in production of many farm products. According to agricultural bulletins, over half the area planted to hops in the U.S. is in Oregon. The Willamette Valley—included largely in the KGW area—produces nearly all the fiber flax grown in the nation."

PAYROLLS

"A great story about the KGW market area is told by the November payroll report of the Oregon State Unemployment Compensation commission. Portland and Multnomah county payroll figures for the fourth quarter of 1943 alone amounted to more than the whole year of 1940."

PURCHASING POWER

"The per capita income of Portland residents is twice the national average. In the KGW area retail sales have steadily shown the effective purchasing power of this $2,196 per capita figure. Yet, the ratio of net after retail purchase to income is 57.5, according to figures from Sales Management Magazine."

ELECTRIC POWER

"A magic word has stirred the KGW area ever since the vast Bonneville dam was built. The word is POWER. The Columbia river is producing with Bonneville and Grand Coulee as much electricity as was used in 1929 in the entire United States."

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Transcription Service..World Program Library; Associated Music Publishers
Representative.....Free & Peters, Inc.

Personnel

President.....P. L. Jackson
Commercial Manager.....Norman A. Davis
Director of Commercial Relations, Harry H. Buckendahl
Advertising Manager.....Charles Couche
Program Director.....Harold Bratsberg
Production Manager.....Ralph Langley
Musical Director.....John Emmel
Chief Engineer.....A. E. Richmond

•

KBPS

PORTLAND—EST. 1923

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....School District No. 1
Business Address.....Benson Polytechnic School
Phone Number ..... La 4195
Transmitter Location.....Benson Polytechnic School
Time on the Air.....Shares time

Personnel

Agent.....R. T. Stephens
(Non-Commercial Station)

•

KEX

PORTLAND—EST. 1926

BLUE NETWORK

Frequency: 1190 Kc.....Power: 5,000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Business Address.....1011 S. W. Sixth Ave.
Phone Number.....Beacon 6364
Studio Address.....1011 S. W. 6th
Transmitter Location...North Portland, Oregon
Time on th eAir .....6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....The Oregonian
News Service.....AP; INS; UP
Transcription Service .....NBC Thesaurus; Langworth
Representative.....Paul H. Raymer Co.

Personnel

General Manager.....Lee B. Wailes
Manager..... .....J. B. Conley
Commercial Manager.....Norman J. Sugg
Traffic Manager .....Mildred Lester
Program Director .....Homer Welch
News Editor.....Don Kneass
War Program Manager.....Day Foster
Chief Announcer .....Frank Coffin
Musical Director.....Abe Bercovitz
Chief Engineer.....Harold Singleton

KGW

PORTLAND—EST. 1922

NATIONAL BROADCASTING CO.
NORTHWEST TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By ....The Oregonian Publishing Company
Business Address.....537 S. W. Sixth Ave.
Phone Number .....ATwater 2121
Studio Address.....801 Oregonian Bldg.
Transmitter Location.....North Portland, Ore.
Time on the Air.....4 a.m. to 2 p.m.
Newspaper Affiliation.....The Oregonian
News Service.....AP; INS; UP
Transcription Service.....Langworth; NBC Thesaurus
Representative.....Edward Petry & Co., Inc.

Personnel

Managing Director.....Palmer Hoyt
Assistant Manager.....Arden X. Pangborn
Sales Manager.....Jack Wasson
Traffic Manager.....Mildred Lester
Sales Promotion-Publicity Manager .....Jack Eichenberger
Program Director.....Homer Welch
News Editor.....Don Kneass
War Program Manager.....Day Foster
Chief Announcer .....Frank Coffin
Musical Director..... .Abe Bercovitz
Chief Engineer.....Earl E. Petersen
Record MC .....Ed Richman

•

KOIN

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....KOIN, Inc.
Business Address.....P. O. Box 1031
Phone Number .....Atwater 3333
Studio Address....New Heathman Hotel Bldg.
Transmitter Location....Head of Barnes Road
Time on the Air.....24 hours daily
News Services .....INS; UP
Transcription Services.World Program Library; Associated Music Service
Representative.....Free & Peters, Inc.

Personnel

President-Station Manager.....C. W. Myers
Manager .....Harry H. Buckendahl
Advertising-Sales Promotion Manager, Charles E. Couche
Program Director.....H. M. Swartwood, Jr.
Production Manager .....Ted W. Cooke
Chief Announcer.....Lou Gillette
Publicity Director.....Enoch Squires
Musical Director.....Red Dunning
Technical Director.....Louis Bookwalter
Chief Engineer.....Louis Sumner Bookwalter

KXL

PORTLAND—EST. 1926

Frequency: 750 Kc.....Power: 10000 Watts
Owned By.....KXL Broadcasters
Address .....Orpheum Building
Phone Number.....Broadway 6451
Transmitter Location...82nd St. & Sunnyside, Clackamas District
Time on the Air.....6 a.m. to local sunset
News Service ..... UP
Transcriptlcn Service: Lang-Worth; C. P. MacGregor; Standard Radio
Representative.....Joseph Hershey McGillvra

Personnel

President .....Frances R. Symons
Station and Commercial Manager .....H. S. Jacobson
Program-Production Director .....Frederick Eichhorn III
Chief Engineer .....L. K. Ballinger

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KWJJ

PORTLAND—EST. 1927

Frequency: 1080 Kc.....Power: 1000 Watts
Owned-Operated By.....KWJJ Broadcast Co., Inc.
Address .....1011 and 1017 S. W. 6th Ave.
Phone Number.....Atwater 4393
Transmitter Location .....Oaks Park, Portland
Time on the Air.....Full time
News Service .....UP, INS
Transcription Service..... Standard Radio
National Representative.....Burns-Smith Co., Homer Griffith Co.

Personnel

President .....Wilbur J. Jerman
Sec.-Treas., Promotion Manager.....J. C. Egan
Sales Promotion Manager....L. D. Henderson
Program-Production Manager.....Art Morey
Chief Announcer .....Les Marcus
Chief Engineer .....W. J. Jerman
Record MC.....Frank Hood

KRNR

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..News-Review Company
Business Address .....Roseburg
Phone Number 4
Transmitter Location.....Umpqua Hotel
Time on the Air.....Unlimited time
Newspaper Affiliation..Roseburg News-Review
News Service .....AP
Transcription Service.....Standard Radio
Representative.....John Keating, Howard H. Wilson Co.

Personnel

President.....Harris Ellsworth
General Manager.....M. H. Pengra
Program-Publicity Director .....Iris Helliwell
War Program Director .....Gilbert Walters
Prom. Dir.-Chief Announcer....Gilbert Walters
Chief Engineer.....Henry Chandler, Jr.

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KSLM

SALEM—EST. 1933

KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned By..... Oregon Radio, Inc.
Operated By.....H. B. Read
Business Address.....633 N. Front St.
Phone Number..... 6131
Transmitter Location.....633 N. Front St.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service .....UP and AP
Transcription Service....Langworth; Keystone
Representative ..... John Keating

Personnel

President-General Manager .....H. B. Read
Commercial-Sales Promotion Manager .....Earle W. Headrick
Program Director-Chief Announcer .....Bill Talbot
Production Manager.....Otto Miller
Chief Engineer.....Clyde Carlton

PHILADELPHIA'S LEADING RADIO INSTITUTION

PENNSYLVANIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WSAN

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Operated By.....Lehigh Valley Broadcasting Co.
Address .....39-41 N. Tenth St.
Phone Number 9511
Transmitter Location .....Route No. 1
Time on the Air.....7 a.m. to 1 a.m.
Newspaper Affiliation.....Allentown Call Publishing Co.
News Service.....AP, UP
Transcription Services.....World Broadcasting System
Representative .....Headley-Reed Co.

Personnel

President.....J. C. Shumberger, Sr.
Vice President-Managing Director.....B. Bryan Musselman
Program Director.....George Y. Snyder
Chief Engineer.....R. H. Musselman

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WFBG

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.
QUAKER NETWORK
PENNSYLVANIA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned By .....The William F. Gable Co.
Operated By: The Gable Broadcasting Company (Lessee)
Address .....1320-32 11th Avenue
Phone Number..... 6467
Transmitter Location.....1320-32 11th Ave., Altoona, Pa.
Time on the Air.....7:15 a.m. to midnight
News Service .....AP
Transcription Service.....World Broadcasting System; Langworth
Representative .....Headley-Reed Co.

Personnel

President .....George P. Gable
Managing Director.....Roy Thompson
Program Direct.....Dorothy Jones
Chief Engineer.....George Burgoon

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WISR

BUTLER—EST. 1941

VICTORY NETWORK

Frequency: 680 Kc.....Power: 250 Watts
Owned By.....Butler Broadcasting Co.
Operated By.....David H. Rosenblum
Address.....357 N. Main St.
Phone Number 4701
Transmitter Location.....McKinley Ave.
Time on the Air.....7 a.m. to Sundown
News Service .....UP
Transcription Service ....World Broadcasting Service, Keystone

Personnel

President-Station Manager, David H. Rosenblum
Commercial-Sales Promotion Manager .....Leon Bernard
Program Director.....Lee Blaine
Publicity Director.....Gladys Borne
Chief Engineer .....Paul Rex

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WCED

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
ATLANTIC NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-County Broadcasting Co., Inc.
Address .....80 North Park Place
Phone Number 1700
Transmitter Location.....80 North Park Place
Time on the Air.....7 a.m. to 12:05 a.m.
Newspaper Affiliation .....DuBois Courier Express
News Service ..... UP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....H. T. Grey
General Manager.....Jason S. Gray
Station Manager.....Les Ryder
Commercial-Promotion Manager .....Les Ryder
Program Director.....Virginia Wade
Director of War Programs-Artists Bureau .....Virginia Wade
Chief Announcer.....Frank Faro
Chief Engineer .....Vernon Stahl

WEST

EASTON—EST. 1936

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Associated Broadcasters, Inc.
Address .....516 Northampton St.
Phone Number 8001
Transmitter Location.....Williams Township
Time on the Air.....6:55 a.m. to 1 a.m.
News Service ..... UP
Transcription Service .....Standard
Representative .....Radio Advertising Co.

Personnel

Station Executive.....Clair R. McCullough
Station Manager.....Elwood C. Anderson
National Sales Manager.....J. Robert Gulick
Program Manager .....Eugene Bethman
Technical Director .....J. E. Mathiot

WLEU

ERIE—EST. 1935

NBC-MUTUAL
BLUE NETWORK
PENNSYLVANIA NETWORK
QUAKER NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WLEU Broadcasting Corporation
Address.....Commerce Building, 12th and State Streets
Phone Numbers.....23-327 or 22-129
Transmitter Location.....Commerce Bldg.
Time on the Air.....6:30 a.m. to 1 a.m.
News Service.....AP & Transradio
Transcription Service.....NBC Thesaurus

Personnel

President.....Leo J. Omelian
Vice-President and General Manager .....V. Hamilton Weir
Program Director.....C. Detzel
Musical Director.....Anthony Conti
Chief Engineer .....Clarence Baker

WEST
EASTON, PENNSYLVANIA
PHILLIPSBURG, NEW JERSEY
Gateway to the rich industrial and agricultural area of the LEHIGH VALLEY with a population exceeding 300,000.
The Steel and Cement Center of the East. A market worthy of your consideration.
NBC——MUTUAL
National Representative: RADIO ADVERTISING CO.

WERC

ERIE, PENNSYLVANIA

NBC-AFFILIATE 1490 Kc, 250 Watts

National Representative

WEED and COMPANY

THE TOP

SPORTS

STATION

IN

ERIE

A TOP
MARKET

WERC

ERIE

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Presque Isle Broadcasting Co.
Address .....121 West 10th St.
Phone Number 47-490
Transmitter Location..... 121 West 10th St.
Time on the Air..6 a.m. to 1 a.m. daily; 8 a.m. to 1 a.m. Sunday
News Service ..... UP
Transcription Service.....Associated Music; Lang-Worth & World
Representative .....Weed & Co.

Personnel

President.....Jacob A. Young
General Manager .....C. E. Denny
Commercial Manager .....Ed Pearson
Program Director.....J. J. Young
Chief Announcer .....Paul Bedford
Chief Engineer .....Thomas Phillips, Jr.

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WHJB

GREENBURG—EST. 1934

COLUMBIA, SUSTAINING

Frequency: 620 Kc..Power: 250 Watts, Daytime
Owned-Operated By.....Pittsburgh Radio Supply House
Address.....128 N. Pennsylvania Ave.
Phone Number ..... Greensbrug 3740
Transmitter Location.....128 N. Pennsylvania Ave.
Time on the Air.....7 a.m. to sunset
News Service .....UP
Transcription Service.....Lang-Worth
Representatives.....Spot Sales, Inc.

Personnel

President.....H. J. Brennen
Station & Commercial Manager....E. J. Podeyn
Chief Engineer.....Lyle L. Allen

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WSAJ

GROVE CITY—EST. 1922

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Grove City College
Address .....Hall of Science
Phone Number 168-J
Transmitter Location.....Hall of Science
Time on the Air: 7:15 to 8:45 p.m. (Tuesdays & Thursdays); Sundays, 4:30 to 5:30 p.m.

Personnel

President.....W. C. Ketler
Station Manager-Chief Engineer ..... H. W. Harmon
(Non-Commercial Station)

FOR QUALITY
AP !

WHGB*

HARRISBURG

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Harrisburg Broadcasting Co.
* *Construction Permit.*

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WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....WHP, Inc.
Address..Telegraph Building, 216 Locust St.
Phone Number 4-3211
Transmitter Location.....Harrisburg-Hershey Highway (4 miles from Harrisburg)
Time on the Air..6 a.m. to 1 a.m. daily; 8 a.m. to 1 a.m. Sunday
News Service.....UP & AP
Representative .....John Blair & Company

Personnel

Station and Commercial Manager .....A. K. Redmond
Chief Engineer.....R. S. Duncan

WKBO

HARRISBURG—EST. 1921

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1230 Kc.....Power :250 Watts
Owned-Operated By....Keystone Broadcasting Corp.
Address .....31 North Second St.
Phone Number.....4-0191
Transmitter Location.....Penn Harris Hotel
Time on the Air.....6:30 a.m. to 1 a.m.
News Service ..... UP
Transcription Service .....World Broadcasting System
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair McCullough
Station and Commercial Manager..C. G. Moss
National Sales Manager.....J. Robert Gulick
Program Director .....Lewis Munnell
Chief Engineer.....J. E. Mathiot

TRI-PENN MARKET

WKBO
HARRISBURG

WORK
YORK

WGAL
LANCASTER

the *Plus* buy in the heart of Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than $408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

WAZL

HAZLETON—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Hazelton Broadcasting Service
Address .....Hazelton National Bank Bldg.
Phone Number 1488
Transmitter Location .....Hazelton National Bank Bldg.
Time on the Air.....6:55 to 1 a.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative .....Radio Advertising Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager.....V. C. Diehm
National Sales Manager.....J. Robert Gulick
Program Manager.....Don Murray
Technical Director.....J. E. Mathiot

WGAL

LANCASTER—EST. 1922

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By .....WGAL, Inc.
Business Address .....8 West King St.
Phone Number 5259
Transmitter Location.....8 West King St.
Time on the Air.....6:55 a.m. to 1 a.m.
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager.....Walter O. Miller
National Sales Manager.....J. Robert Gulick
Program Manager.....Ernest Stanziola
Technical Director .....J. E. Mathiot

Sell Your Product in Pennsylvania's Booming Hard Coal Region

WAZL
HAZLETON

The only station with blanket coverage in an area which has an annual payroll of over $55,000,000-practically all spent right in the territory.

National Representative: RADIO ADVERTISING CO.

WJAC

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Incorporated
Address ..... Tribune Annex
Phone Number 24-361
Transmitter Location.....Tribune Building
Time on the Air.....7 a.m. to 12:05 a.m.
Newspaper Affiliation.....Johnstown Tribune
News Service ..... UP
Transcription Service .....NBC Thesaurus; Lang-Worth, Standard
Representative .....Headley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
Commercial-Promotion Manager...J. P. Foster
Chief Engineer.....Nevin Straub

•

WMRF

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Lewistown Broadcasting Co.
Business Address .....Hotel Coleman
Phone Number 757
Studio Address .....Hotel Coleman
Transmitter Location.....Lewistown Heights
Time on the Air.....7:30 a.m. to 11:30 p.m.; Sunday, 10:30 a.m. to 11:30 p.m.
News Service ..... UP
Representative .....Burn-Smith Co.

Personnel

Vice-President .....J. S. Woods
Station Manager.....Thomas W. Metzger
Program Director.....Paul M. Breining
Production Manager.....Joseph W. Smiley
Publicity Director .....Rita McCoy
Chief Engineer.....Bernard H. Bopp

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WKST

NEW CASTLE—EST. 1938

QUAKER NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Business Address .....Cathedral Bldg.
Phone Number 5050-5051
Studio Address...Cathedral Bldg., New Castle
Transmitter Location.....Old Pittsburgh Road
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Transcription Service .....NBC Thesaurus; Standard Radio
Representative.....Spot Sales, Inc.

Personnel

President.....S. W. Townsend
Station-Commercial Manager....A. W. Graham
Program Director.....Alan Freed
Publicity Director.....Ray Wallace
Chief Engineer.....Robert Emch
Record MC .....Al Frances

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WKPA

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By..... Allegheny-Kiski Broadcasting Co.
Address .....810 Fifth Avenue
Phone Number .....New Kensington 3534
Transmitter Location..East Deer Township, Allegheny County, Pa.
Time on the Air.....7 a.m. to local sunset
News Service .....UP
Transcription Service ....Lang-Worth; C. P. MacGregor
Representative .....Cox & Tanz

Personnel

Station-Commercial Manager..Edward J. Kroen
Chief Announcer .....Jack Craddock
Chief Engineer.....W. W. Neely

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KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Address.....1619 Walnut Street
Phone Number .....LOcust 3760
Transmitter Location.....Whitemarsh, Pa.
Time on the Air.....Full time
News Service .....UP; Reuters
Transcription Service ..... Standard Radio
Representative .....National Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS INC.

Chairman .....A. W. Robertson
President.....George H. Bucher
Vice-President.....Walter Evans
General Manager .....Lee B. Wailes
Engineering Manager.....Dwight A. Meyer
Sales Manager.....B. A. McDonald
Advertising Manager.....W. B. McGill
Program Supervisor.....Gordon Hawkins

KYW PERSONNEL

Station Manager.....Leslie Joy
Program Manager .....James P. Begley
Sales Manager.....John S. deRussy
Sales Promotion Manager...Eleanore F. Ulmer
Publicity Director.....John J. Kelly
Production Manager .....Donn Bennett
Musical Director.....Clarence Fuhrman
Chief Engineer .....Ernest Gager

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
Owned-Operated By.....WCAU Broadcasting Company
Address.....1622 Chestnut Street
Phone Number .....Locust 7700
Transmitter Location...Moorestown Township, New Jersey
Time on the Air.....5:25 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service..AP; Transradio & United Press
Transcription Service ....World Broadcasting
Representative .....Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Raymer Co (Pacific Coast), Harold Davis, New York

Personnel

President and Station Manager.....Dr. Leon Levy
Commercial Manager.....Alex Rosenman
Sales Promotion Manager.....Robert N. Pryor
Director of Programs.....Stan Lee Broza
Production Manager .....Horace Feyhl
Asst. Publicity Director.....Helen Parks
Musical Director.....Elliott Lawrence
Chief Announcer .....Hugh Walton
Chief Engineer .....George Lewis

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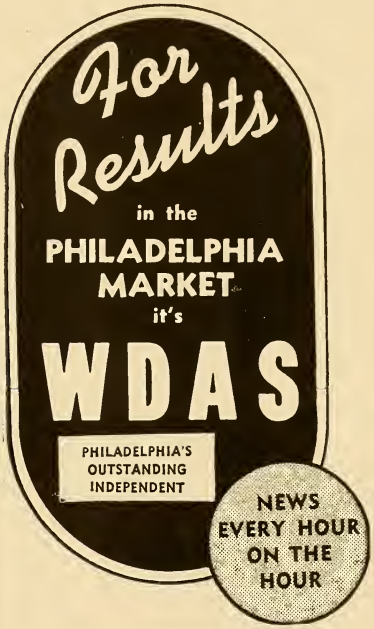
WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAS Broadcasting Station, Inc.
Address .....1211 Chestnut Street
Phone Number.....Locust 7400
Transmitter Location.....Woodside Park
Time on the Air...7 a.m. to 12 midnight daily; 9 a.m. to midnight Sunday
News Service .....AP
Transcription Service.....Lang-Worth & World
Representatives.....Forjoe & Co.

Personnel

President.....Alexander W. Dannenbaum
Vice-President-General Manager..P. J. Stanton
Commercial Manager.....Charles Stahl
Program Director .....Polly Whitaker
Production Manager.....Gene Edwards
Production Manager.....Gil Morris
Publicity Director.....P. J. Stanton
Chief Announcer.....Jack Molley
Musical Director.....Joseph Schribeman
Chief Engineer.....Frank Unterberger



It's the Character of a radio station which counts!

TO

the listener

power, coverage,

millivolt contours, audience

measurement means little. It's the

character and purpose . . . the ideals and

courage . . . the personality and vigor . . . the

spirit of sincere public service which counts most. ★ ★

Since its inception WFIL has striven ably and effectively . . . has

spared nothing . . . to bring to Philadelphians the type of radio enter-

tainment which they prefer. It's because of this WFIL is deep-rooted in the

hearts of Philadelphians. ★ ★ What gives a radio station character?

Not necessarily the cold, insensitive figures which appear in

audience ratings—most of which are due to network situ-

ations beyond the control of the individual station

—but the warmth and sincerity which peo-

ple feel. Ask a Philadelphian which

station they feel is *their*

station—invariably

they answer,

WFIL.

A BLUE NETWORK AFFILIATE

Represented nationally
by The Katz Agency

WFIL

•560 KC

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

WFIL

PHILADELPHIA—EST. 1922

BLUE NETWORK
QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned By.....Lit Bros.
Operated By.....WFIL Broadcasting Company
Address .....Widener Building
Phone Number .....Rittenhouse 6900
Transmitter Location.....63rd St. & Passyunk
Time on the Air.....5:45 a.m. to 1 a.m.
News Service .....INS, AP
Transcription Service.....Associated Music
Representative .....The Katz Agency, Inc.

Personnel

President and General Manager .....Roger W. Clipp
Ass't Station Manager.....Wm. B. Caskey
Sales Manager.....John E. Surrick
Promotion Manager .....T. I. Oberfelder
Program Director.....Edward C. Obrist
Public Relations Director.....Jack Steck
Musical Director.....Norman Black
Acting Chief Enginser.....Louis E. Littlejohn

WIBG

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts
Owned-Operated By.....Seaboard Radio Broadcasting Corporation
Business Address.....1423-25 Walnut Street
Phone Number .....Rittenhouse 2300
Transmitter Location.....Conshohocken, Pa.
Time on the Air.....5:30 a.m. to 1 a.m.
News Service .....AP
Transcription Service... ....NBC Thesaurus
New York Representative.....Joseph Lang
National Representative .....Spot Sales

Personnel

President.....Paul F. Harron
General-Commercial Manager .....Edward D. Clery
Sales Promotion-Production Manager .....Rupe Werling
Program Director .....Douglas Arthur
Musical Director .....Eric Wilkinson
Chief Engineer .....John H. Henninger
Record MC .....Douglas Arthur

In Philadelphia WIBG *is the station!*

for NEWS

19 News Programs Daily! WIBG keeps Philadelphians informed and Philadelphians buy products advertised on this sales-minded station!

for SPORTS

Baseball! Football! Basketball! In Philadelphia "Sports Means WIBG" — and sports means audience — and audience means s-a-l-e-s!

for MUSIC

Doug Arthur's "Danceland" is the "smoothest thing this side of heaven." Just another example of WIBG "selling power."

REPRESENTED (In New York) BY JOSEPH LANG, • (Nationally) SPOT SALES INC.

Philadelphia's WIBG Most Powerful Independent

10,000 WATTS 990 KILOCYCLES

Broadcasting 24 hours a day, 7 days a week, at 610 kilocycles with 5000 watts of power, WIP is truly "Philadelphia's Pioneer Voice" to the nearly 8,000,000 prosperous, free-spending folk who live within this fertile 14,000 square mile area. Discerning advertisers speaking to this huge, wealthy audience over WIP have invariably found PROFIT . . . and that's the last word on the worth of any station!

Prescott Gimbel Jr.
PRESIDENT

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

5000 WATTS 610 K. C.

Philadelphia MUTUAL Affiliate
Represented Nationally by Geo. P. Hollingbery Co.

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Independence Broadcasting Company
Address....539 Ledger Bldg., 6th and Chestnut Streets
Phone Number .....Lombard 2390
Transmitter Location.....Hotel Philadelphian, 39th and Chestnut Sts.
Time on the Air.....42 hours weekly (shares with WTEL) and from Midnight to 7 a.m.
News Service .....AP
Representatives.....Regional Radio Sales, Chicago Ill.

Personnel

President-Owner.....William A. Banks
General-Commercial Manager .....Milton Laughlin
Program Director .....Joseph A. Grady
Publicity Director.....Les Alexander

WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Pennsylvania Broadcasting Company
Address ..... 35 South 9th Street
Phone Number.....WAlnut 6800
Transmitter Location.....Bellmawr, N. J.
Time on the Air.....24 hours daily
News Service .....AP; UP
Transcription Service .....World Broadcasting System
Representative.....George P. Hollingberry

Personnel

President & Station Manager.....Benedict Gimbel, Jr.
V-P and Director of Sales..Edward A. Davies
Program Director .....Edward Wallis
Assistant Program Manager-Publicity .....Sam Serota
Production Manager.....Edwin Halbert
Musical Director.....Joe Frasetto
Technical Supervisor.....James M. Tisdale

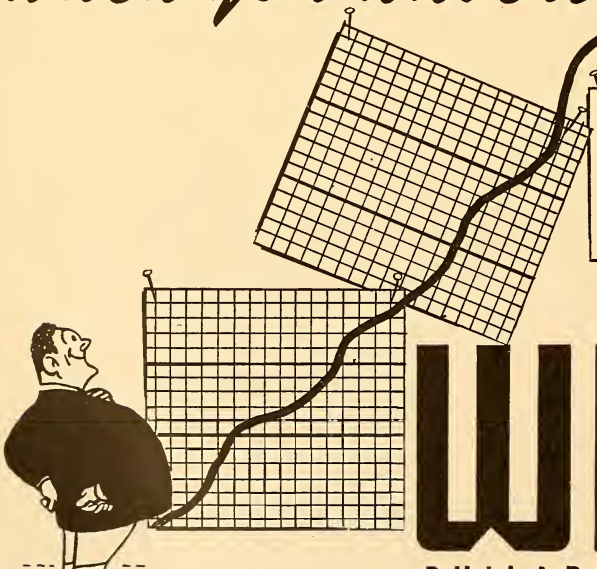
FOR QUALITY

AP !

That's what happens to

SALES

when you advertise on



THE STATION THAT SELLS

WPEN

PHILADELPHIA • PA •

950 ON THE DIAL • 5000 WATTS

WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....Philadelphia Bulletin
Studio Address.....1528 Walnut St.
Transmitter Location.Columbia Ave. & Race St.
Time on the Air.....6:45 a.m. to 12 midnight
News Service .....Transradio, AP

Personnel

General Manager.....Richard W. Slocum
Commercial Manager .....Alfred Dienert
Program Director and
Production Manager.....Lewis L. London
Chief Engineer.....Charles Burtis

•

WTEL

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By....Foulkrod Radio Eng.
Address .....4312-14 N. Broad St.
Phone Numbers: Gladstone 1310; Davenport 4310
Transmitter Location.....Rowlandville, Pa.
Time on Air.....Shares with WHAT-WCAM

Personnel

President-Program Director.....Doug. Hibbs
General Manager .....Henry N. Cocker

•

KDKA

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Business Address.....Grant Bldg.
Studio Address .....Grant Building
Phone Number .....Grant 4200
Transmitter Location...Allison Park, Hampton Township, Pa.
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .....AP; UP
Transcription Service.....Standard Radio
Representative....National Broadcasting Co.

Personnel

President .....George H. Bucher
Station Manager .....Joseph E. Baudino
Commercial Manager.....Frank V. Webb
Sales Promotion.....John F. McMahon
Program Director .....Robert E. White
Director of War
Programs .....Victoria Corey
Publicity Director.....J. F. McMahon
Musical Directors .....Bernie Armstrong, Aneurin Bodycombe
Chief Engineer .....T. C. Kenney

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KQV

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...Allegheny Broadcasting Corp.
Address.....196 Union Trust Bldg.
Phone Number.....Atlantic 6802
Studio.....Chamber of Commerce Bldg.
Transmitter Location.....1475 Crane Road
Time on the Air.....7 a.m. to 12:30 a.m.
News Service .....UP
Transcription Service..... Lang-Worth; Standard Radio
Representative.....Spot Sales

Personnel

Chief Executive and
General Manager.....G. S. "Pete" Wasser
Commercial Manager.....James Murray
Program Director .....Alicia Fuller
Sales Promotion Manager.....Ben Edson
Chief Engineer.....Walter W. McCoy

•

WCAE

PITTSBURGH—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Address .....Wm. Penn Hotel
Phone Number .....Atlantic 6900
Transmitter Location.....Agnew Road, Baldwin Township, R. D. No. 6
Time on the Air.....6:30 a.m. to 2 a.m.
Newspaper Affiliation..... Pittsburgh-Sun Telegraph
News Service.....INS; AP
Transcription Service.....World Broadcasting System, Standard, Lang-Worth
Representative .....The Katz Agency, Inc.

Personnel

President-General
Manager .....Leonard Kapner
Station Manager.....R. Clifton Daniel
Sales Manager.....Willard Schroeder
Promotion-Publicity.....Mitchell B. DeGroot
Chief Announcer.....Bob Donley
Program Manager.....R. Clifton Daniel
Production Manager.....Ben Muros
Musical Director .....'Babe" Rhodes
Chief Engineer.....James Schultz

WJAS

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Pittsburgh Radio Supply House
Address.....1406 Chamber of Commerce Bldg.
Phone Number .....Grant 4860
Transmitter Location.....1459 Crane Road, Greentree, Pittsburgh
Time on the Air.....7:30 a.m. to 12:30 a.m.
News Service.....Transradio & UP
Representative .....Wm. G. Rambeau Co.

Personnel

General Manager.....H. J. Brennen
Program and Production.....James M. Hughes
Publicity Director.....Marian Caughey
Chief Announcer.....Si Mann
Chief Engineer .....Walter W. McCoy

•

WWSW

PITTSBURGH—EST. 1932

VICTORY NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated My.....WWSW, Inc.
Address .....Hotel Keystone
Phone Number .....Grant 5200
Transmitter Location ....341 Rising Main St..
Time on the Air.....24 hours daily
Newspaper Affiliation.....Pittsburgh Post Gazette
News Service ..... AP
Transcription Service..Standard Radio; Associated Music Publishers; Lang-Worth

Personnel

President-Station Manager, Frank R. Smith, Jr.
Commercial Manager .....Thomas B. Price
Sales Promotion.....Paul Jones
Program Director.....Fred Joyner
War Program Director.....Fred Joyner
Production Manager.....David S. Tyson
Chief Announcer..... David Tyson
Musical Director.....Homer Ochenhirt
Chief Engineer.....Ray Harlow

•

WEEU

READING—EST. 1931

NATIONAL BROADCASTING CO.
QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Berks Broadcasting Co.
Business Address.....533 Penn St.
Phone Number 7335
Studio Address .....533 Penn St.
Transmitter Location.....Spring Township
Time on the Air.....Local sunrise to sunset
Transcription Service...Lang-Worth; Standard Radio
News Service .....UP
Representative .....George P. Hollingbery Co.

Personnel

President.....George J. Feinberg
General Manager.....J. M. Nassau
Program Director.....J. Calvin Jackson
Sales Manager.....Robert Magee
Chief Engineer.....H. O. Landis

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WRAW

READING—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By ....Reading Broadcasting Co.
Business Address.....533 Penn St.
Phone Number 7336
Studio Address .....533 Penn St.
Transmitter Location .....Pomeroy Bldg.
Time on the Air...7 a.m. to 12 midnight daily; 9 am. to midnight Sunday
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative.....William G. Rambeau Co.

Personnel

President .....Clifford M. Chafey
Station Manager .....Raymond A. Gaul
Sales Manager.....Arthur W. Chafey
Program Director.....J. Calvin Jackson
Chief Engineer.....Edward A. Gurtowski

•

WARM

SCRANTON—EST. 1940

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Union Broadcasting Co.
Address .....Select Bldg.
Phone Number 4-1148
Transmitter Location.....721 N. Blakely St., Dunmore, Pa.
Time on the Air.....7 a.m. to midnight
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative ...George P. Hollingbery Co.

Personnel

President & Station Mgr.....Martin F. Memolo
Commercial & Promotion Manager.....William "Bill" M. Dawson
Program Director.....Kenneth Beghold
Chief Announcer .....John Von Bergen
Musical Director.....Frank Keller
Chief Engineer.....Adolph Oschmann

WGBI

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc...Power: 1000 d.; 500 n.
Owned-Operated By..... Scranton Broadcasters, Inc.
Business Address.....1000 Wyoming Ave.
Phone Number 6296
Studio Address.....1000Wyoming Ave.
Transmitter Location.....Drinker Turnpike, Dunmore, Pa.
Time on the Air..6 a.m. to 1:05 a.m.; Sundays, 7 a.m. to 1:05 a.m.
News Service .....AP
Transcription Service.....World Broadcasting System
Representative.....John Blair & Co.

Personnel

President..... Frank Megargee
Station Manager.....Robert E. McDowell
Commercial & Sales Manager.....Geo. D. Coleman
Program Director.....Frank Monaghan
Chief Engineer.....Kenneth R. Cooke

WQAN

SCRANTON

Frequency: 910 Kc...Power: 1000 d.; 500 n.
Owned-Operated By....The Scranton Times
Address ..... Scranton
Transmitter Location ..... Scranton
Time on the Air.....Shares time with WGBI
Newspaper Affiliation ...The Scranton Times

Personnel

President .....Edward J. Lynett
Director .....A. J. O'Malley

(Non-Commercial Station)

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WPIC

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....Sharon Herald Broadcasting Company
Business Address.....P. O. Box 541
Phone Numbers..... 4113, 4114
Studio Address.....Pine Hollow Blvd.
Transmitter Location.....Pine Hollow Blvd.
Time on the Air.....6 a.m. to local sunset
Newspaper Affiliation.....Sharon Herald

News Service..... UP
Transcription Service.....Associated Music Publishers
Representative.....Howard H. Wilson Company

Personnel

President & General Manager.....John Fahnline, Jr.
Commercial Manager....J. T. Van Sweringen
Chief Engineer.....A. C. Heck

•

WKOK

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Broadcasting Corp.
Address .....1150 N. Front St.
Phone Number 1325
Transmitter Location.....1150 N. Front St.
Time on the Air.....7:30 a.m. to 9 p.m.
News Service ..... UP
Transcription Service .....Lang-Worth, World
Representative ..... Cox & Tanz

Personnel

President-Owner.....H. H. Haddon
Secretary-Treasurer & Station Manager.....B. A. Beck
Sales Manager.....Ben Irvin
Chief Engineer.....Harold Bower

•

WMBS

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM
ATLANTIC SPORTS NETWORK

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By .....Fayette Broadcasting Corp.
Address .....Fayette Title and Trust Bldg.
Phone Number..... 800
Transmitter Location .....Burgess Field
Time on the Air.....7 a.m. to 1:05 a.m.
News Service .....UP
Transcription Service.....NBC Thesaurus & Standard
National Representative.....Radio Advertising Co.

Personnel

President and Station Manager.....Joseph C. Burwell
Commercial Manager.....Harry Burwell
Program-Production Director....Sullivan Sages
Chief Engineer .....William Henzly
Record MC.....Harry Ellis

N.E. Pennsylvania's Listenable Station for

Sports — News — Music

WBAX

Wilkes-Barre, Penn.

M.B.S.

John H. Stenger, Jr.

Owner and Licensee

N.E. Pennsylvania's Oldest Station

WBAX

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....John H. Stenger, Jr.
Address .....141 South Main St.
Phone Number..... 3-0196
Transmitter Location...East End, Wilkes Barre Twp.
Time on the Air.....7 a.m. to midnight
News Service ..... UP
Transcription Service .....Associated
Representative .....Burns Smith

Personnel

President-Station Manager...John Stenger, Jr.
General Manager .....A. W. Grebe
Commercial Manager.....Jones Evans
Program & Production Manager .....Richard H. Owen
Production Manager.....Richard H. Owen
Chief Announcer.....Richard Owens
Musical Director.....Phil Cusick
Publicity Director.....John Stenger, 3rd
Chief Engineer .....John Stenger, Jr.

WRAK

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRAK, Inc.
Address .....244 West Fourth Street
Phone Number 2-6116
Transmitter Location..1561 West Fourth Street
Time on the Air.....7:30 a.m. to midnight
Newspaper Affiliation.....Williamsport Sun; Williamsport Gazette & Bulletin
News Service ..... UP
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

President.....E. M. Case
Station Manager.....George E. Joy
Commercial Manager.....J. Wright Mackey
Program Director.....Sarah Jane Person
Production Manager.....Irving A. Berndt, Jr.
Chief Announcer .....Leon Kelly
Chief Engineer .....Louis Persio

IT'S ABOUT "TIME"!

Yes, and when you want "TIME" on a progressive wide-awake station in a rich, productive market, you'll want "TIME" on

WRAK

WILLIAMSPORT PENNSYLVANIA

National Representative
J. P. McKINNEY AND SON
New York — Chicago

WJPA

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM
THE FRIENDLY STATIONS GROUP
QUAKER NETWORK
PENNSYLVANIA NETWORK
VICTORY NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Washington Broadcasting Company
Address .....George Washington Hotel
Phone Number 4870
Transmitter Location. North Strabane Township
Time on the Air: 7 a.m. to 12:30 a.m.; Sundays, 9 a.m. to 12:30 a.m.
News Service ..... UP
Transcription Service....Lang-Worth, Standard
National Representative.....Spot Sales, Inc.

Personnel

President .....John Laux
Station-Commercial Manager....John M. Croft
Program Director and Chief Announcer .....Hunter Reams
Sales Promotion.....Charles R. DuVall
Publicity Director.....Patricia Phillips
Musical Director.....Ellen Jane Smith
Chief Engineer .....Joseph M. Troesch
(See Page 557)

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WBRE

WILKES-BARRE—EST. 1923

NATIONAL BROADCASTING CO.
PENNSYLVANIA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Louis G. Baltimore
Address .....62 So. Franklin Street
Phone Number..... 33101
Transmitter Location..Third Avenue, Kingston, Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

President & Sta. Manager...Louis G. Baltimore
Commercial Manager.....A. C. Baltimore
Program Director.....James McCarthy
Sales Promotion Manager....Stanley H. Smiley
Musical Director.....L. Savitt
Chief Engineer.....Charles Sakoski

FOR QUALITY
AP !

WORK

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By....York Broadcasting Co.
Business Address.....13 S. Beaver St.
Phone Number..... 6629
Transmitter Location..West Manchester Township, Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... UP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

Station Manager .....Clair R. McCollough
Station Director and National Sales Manager.....J. Robert Gulick
Station-Commercial Manager....Harold Miller
Program Director .....Arthur Weeks
Chief Engineer.....J. E. Mathiot

WSBA

YORK—EST. 1942

BLUE NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By....Susquehanna Broadcasting Co.
Address ..... York
Phone Number 2676
Transmitter Location.....York
Time on the Air.....Daytime License
News Service .....AP
Transcription Service.....World Broadcasting System
Representative .....Spot Sales, Inc.

Personnel

President.....Louis J. Appell
Executive Director .....Louis Vyner
Commercial Manager .....Sydney Robbins
Program Director-Chief Announcer .....Otis Morse, 4th
Production Manager & Publicity Director.....Roy Baxter
Chief Engineer .....Willis Weaver

TRI-PENN MARKET

WKBO
HARRISBURG

WORK
YORK

WGAL
LANCASTER

the *Plus* buy in the heart of Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than $408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

In Rhode Island

WFCI

HAS A TIME BUYER'S DREAM AREA IN THE SHADOW OF ITS TOWERS!

LATEST available figures show 550,298 of Rhode Island's 713,364 souls happily compressed into Providence County . . . "happily," because of per-capita saving deposits approximately TWO AND ONE-HALF TIMES HIGHER than the nation's average! Here's a Utopian proving ground — compact, and with money to spend for more than mere necessities. What a post-war market!

● **SPOT-SELL** the vociferously-loyal army of youngsters who listen to Hop Harrigan, Dick Tracy, Terry & The Pirates, Jack Armstrong, Capt. Midnight, and the Lone Ranger. Their product-preferences control much of the buying in most of the homes.

WALLACE A. WALKER
General Manager

★

STUDIOS AND OFFICES:
Biltmore Hotel, Providence
450 Main St., Pawtucket

Representatives:
THE KATZ AGENCY, INC.

★

The Voice of the "BLUE" in Southern New England

RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WFCI

PAWTUCKET—EST. 1941

BLUE NETWORK
ATLANTIC COAST NETWORK

Frequency: 1420 Kc. ....Power: 1000 Watts
Owned-Operated By....Pawtucket Broadcasting Co.
Business Address.....450 Main Street
Phone Number..... Perry 9540
Transmitter Location..John St., Lonsdale, R. I.
Time on the Air.....5:55 a.m. to 1 a.m. daily; 7:55 a.m. to 1 a.m. Sundays; 5 a.m. to 2 a.m. Saturdays
News Service .....AP
Transcription Service .....Standard Radio
Representative.....William G. Rambeau Co.

Personnel

President.....Howard W. Thornley
Station Manager.....Wallace A. Walker
Treasurer.....Frank F. Crook
Commercial Manager.....Wallace A. Walker
Program Director.....Harry Moreland
Musical Director .....Arthur Paquette
Chief Engineer .....Gilbert Johnson

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WEAN

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Network, Inc.
Address ..... Crown Hotel
Phone Number ..... DExter 1500
Transmitter Location....East Providence, R. I.
Time on the Air.....6 a.m. to 2 a.m.
News Service .....AP & INS
Representative.....Edward Petry Co., Inc.

Personnel

President .....Wm. H. O'Neil
General Manager.....John Shepard, 3rd
Station & Commercial Manager..Joseph Lopez
Promotion-Publicity Director..James S. Powers
Program Director.....Rose M. Powers
Production Manager.....Don Morton
Chief Engineer.....Harry Tilley

WJAR

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number..... Gaspee 1071
Transmitter Location.....Wamponoag Trail, East Providence, R. I.
Time on the Air.....Unlimited License
Transcription Service.....World Broadcasting System
Representative .....Weed & Company

Personnel

President.....Mortimer L. Burbank
Station-Commercial Manager.....John J. Boyle
Musical Director.....Earl Shean
Production Manager.....M. Sothern Abbott
Chief Engineer.....Thomas Prior

FOR QUALITY
AP !

SERVING THE SMALLEST STATE
IN THE BIGGEST WAY

WPRO

PROVIDENCE

630 KC 5000 WATTS

BASIC COLUMBIA

IN NEW ENGLAND'S SECOND MARKET

WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Cherry & Webb Broadcasting Company
Address .....15 Chestnut Street
Phone Number..... Plantations 9776
Transmitter Location....East Providence, R. I.
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 12 midnight
News Service .....AP; UP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Paul H. Raymer Company

Personnel

General Manager.....Fred R. Ripley
Program Director.....Morton I. Blender
Promotion Manager.....Virginia M. R. Benson
Educational Director.....Mollie B. Cherry
Musical Director.....Edwin F. Drew
Chief Engineer.....John V. Ferr

SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Address .....Anderson College
Studio Address.....Anderson College, S. C., Clemson College, S. C.
Phone Numbers 800, 1444
Transmitter Location .....Anderson College
Time on the Air.....6 a.m.-12:05 a.m.
Newspaper Affiliation.Anderson Independent; Daily Mail
News Service .....INS
Transcription Service: C. P. MacGregor; World Broadcasting System; also Lang-Worth

Personnel

Owner .....Wilton E. Hall
Commercial Manager.....G. Paul Browne
Program Director.....Randy Davison
Production Director.....D. McCoy
Artists Bureau.....Carroll Lee
Chief Engineer.....Randy Davison

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WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....John M. Rivers
Address .....Francis Marion Hotel
Phone Numbers.....7611; 7612
Transmitter Location.....Windemere, S. C.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service .....World
Representative.....Free & Peters

Personnel

President-Station Manager.....J. M. Rivers
Commercial Manager.....Roland Weeks
Program Director.....Russ Long
Traffic Manager.....Gladys S. Monogue
Production Manager.....T. Heyward Moore
Chief Announcer.....John Ostrom
Publicity.....Ann T. Finnell
Musical Director.....Louise Wilkins
Chief Engineer.....Wilbur Albee

(See Page 596)

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WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By.....Atlantic Coast Broadcasting Company
Business Address.....135 Church St.
Phone Number 2-2961; 2-2962
Studio Address....133 Church St., St. Andrews Parish
Transmitter Location.....Albemarle, S. C.
Time on the Air: 6 a.m. to midnight; Sundays, 8 a.m. to midnight
Newspaper Affiliation.....News & Courier; Charleston Evening Post
News Service .....AP
Transcription Service.....Standard Radio & Thesaurus

WCSC thinks CBS is tops...BUT!

Good as CBS sports coverage is (and we think it's tops) we know we need more than the best in network programs to click with Charleston sports fans. We need locally planned, locally produced programs. Programs that reach the heart, the civic pride of Charleston. We think we have them.

Programs like our "Sports Reporter", sponsored six days a week at 6:05 p.m. *since 1938* by Royal Crown Cola. Our sports reporter, Johnny Ostrom (he used to teach English at the Citadel) isn't content to read the national sports news right off the wire. He interviews visiting and local sports celebrities. He's a part of the Coastal Carolina's local sports: basketball, baseball, boating, golf, track, tennis and swimming; the high school, semi-pro and service teams; and he ties his listeners in with his predictions of the results of games from big-league baseball to the middle-aged teams of local business firms. Johnny Ostrom is *Charleston's* "Sports Reporter."

The "Sports Reporter" is another of the programs that have made WCSC a Coastal Carolina institution. Another example of WCSC planned, produced, *successful* programs. These programs sell products, too. Just ask Royal Crown Cola!

WCSC

CHARLESTON, SOUTH CAROLINA

John M. Rivers, Owner

Represented Nationally by Free & Peters

Personnel

Station Manager .....R. E. Bradham
Commercial Manager.....W. P. Speight
Program Director.....A. F. Witte
Chief Engineer.....D. M. Bradham

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WCOS

COLUMBIA—EST. 1939

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Carolina Broadcasting Corp.
Address .....1202 Main St.
Phone Number..... 25601
Transmitter Location.....200 Senate St.
Time on the Air.....6 a.m. to midnight
News Service .....AP
Transcription Service.....Standard Radio
Representative .....Howard Wilson

Personnel

President .....H. F. Kinscey
General Manager.....W. C. Bochman
Program Director.....Moody McElveen
Record M.C. & Production.....Dave Campbell
Chief Engineer .....Harry Clippard

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WIS

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc.....Power: 5000 Watts
Owned By.....The Surety Life Insurance Company
Operated By.....Radio Station WIS
Address.....1811 Main Street
Phone Number.....2-2135; 2-2136
Transmitter Location.....Bluff Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service .....Lang-Worth
Representative .....Free & Peters, Inc.

Personnel

President.....Herman N. Hipp
Station Manager.....G. Richard Shafto
Commercial Manager.....J. D. Saumenig
Program Director.....Ray A. Furr
Production Manager-Chief Announcer .....Jack Peterson
Chief Engineer.....Joseph Davenport

•

WKIX*

COLUMBIA

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Inter-City Adv. Co.

* *Construction Permit.*

WOLS

FLORENCE—EST. 1939

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
PALMETTO STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Florence Broadcasting Co., Inc.
Operated By.....M. F. Schnibben
Address.....129 South Dargan
Phone Number 48
Transmitter Location.....Charleston Highway
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 10 p.m.
News Service ..... UP
Transcription Service .....Lang-Worth
Representative .....Cox & Tanz

Personnel

Owner .....M. F. Schnibben
Station Manager.....Nat L. Royster
Program Director-Chief Announcer, Raymond Caddell
Publicity Director.....Nat L. Royster
Musical-War Program Director.Claude Putnam
Chief Engineer .....Herman Hanks

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WFBC

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....Greenville News Piedmont Co.
Address ..... Poinsett Hotel
Phone Number 362; 363
Transmitter Location .....Gannt, S. C.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Greenville News; Greenville Piedmont
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative: Weed & Co.; B. Frank Cook (Atlanta, Ga.)

Personnel

President ..... Roger C. Peace
Station Manager .....B. T. Whitmire
Commercial Manager.....Robert Glass
Program-Production Director....Alice Wyman
Publicity Director.....Dr. Nicholas P. Mitchell
Chief Announcer.....Charlie Davis
Musical Director.....Marcia Wyche
Chief Engineer.....W. C. Etheredge

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WMRC

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....Textile Broadcasting Company, Inc.
Business Address.....Prevost Bldg.
Phone Number 5730
Studio Address.....Prevost Building
Transmitter Location.....400 Mayberry Street
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
News Service .....AP
Transcription Service .....World
National Representative..Burns Smith Co., Inc.

Personnel

President.....Robert A. Jolley
Station Manager.....W. Ennis Bray
Commercial Manager.....C. B. Denison
Program-Musical Director.....James Klosky
War Program Director.....Moddell Howell
Chief Engineer.....George D. Tate

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WCRS

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grenco, Inc.
Address ..... Greenwood
Phone Number 4300
Transmitter Location..... Greenwood
Time on the Air.....Unlimited license
News Service ..... AP
Transcription Service.....Standard Radio

Personnel

President ..... Douglas Featherstone
Station Manager .....Dan Crosland
Program Director .....Newton S. Smyth
Chief Engineer.....E. C. Niemann

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WRHI

ROCK HILL—EST. 1944

Frequency: 1340 Kc.....Power: 250 Watts
Owned and Operated By.....York County Broadcasting Co.
Address.....Rock Hill National Bank Bldg.
Phone No.....294
Time on Air.....Unlimited license
News Service.....AP

Personnel

General Mancger.....James S. Beatty, Jr.
Commercial Manager.....Albert S. Drew
Chief Engineer.....James S. Beatty, Jr.

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WORD

SPARTANBURG—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Spartanburg Advertising Company
Address.....224 E. Main St.
Phone Number 2900
Transmitter Location.....2½ miles Northeast of Spartanburg
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus

Personnel

Vice-President and General Manager, J. M. Bryan
Station Manager.....Frank R. Knutti
Chief Engineer.....Clyde Burdette

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WSPA

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Spartanburg Advertising Company
Address.....224 E. Main St.
Phone Number 2900
Transmitter Location.....2½ miles Northeast of Spartanburg
Time on the Air.....6 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service .....Associated Music Publishers
Representative.....George P. Hollingbery Co.

Personnel

President.....A. B. Taylor
Vice President-General Manager, Walter J. Brown
Assistant General Manager, John W. Kirkpatrick
Director of Public Relations..Roger A. Shaffer
Program Director.....Harold B. Shaw
Chief Engineer .....Harold Beckholt

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WFIG

SUMTER—EST. 1940

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WFIG, Inc.
Address .....39 North Main Street
Phone Number (Studio).....1340
Transmitter Location.....Highway No. 76
Time on the Air.....7:00 a.m. to 12 midnight; Sunday 8 a.m. to midnight
News Service .....UP
Transcription Service.....Keystone Broadcasting System

Personnel

President-Station Manager.....Julius S. Brody
V.-P.-Sec'y.....T. Doug Youngblood
Commercial Manager.....T. Douglas
Chief Engineer.....Neil Shubert

SOUTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KABR

ABERDEEN—EST. 1934

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Aberdeen Broadcast Company
Address .....117½ South Main Street
Phone Number..... 4626
Transmitter Location.....Wylie Park
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Representative .....The Walker Company

Personnel

President .....H. C. Jewett, Jr.
Station, Commercial, Sales Manager .....A. A. Fahy
Program Director.....Lois M. Clocksin
Chief Engineer.....Delbert Hunt

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KGFX

PIERRE—EST. 1916

KEYSTONE BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 200 Watts
Operated By.....Ida A. McNeil
Address .....203 West Summit Ave.
Phone Number 351
Transmitter Location....203 West Summit Ave.
Time on the Air.....9:30 a.m. to sunset
News Service .....UP
Transcription Service ...Keystone Broadcasting System
Representative ..... Cox & Tanz

Personnel

Director .....Ida A. McNeil
Chief Engineer.....Robert H. Dye

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KOTA

RAPID CITY—EST. 1936

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By...Black Hills Broadcast Company of Rapid City
Address .....Alex Johnson Hotel
Phone Number..... 2000
Transmitter Location....3 miles South of Rapid City
Time on the Air...6 a.m. to 11 p.m. weekdays; 7 a.m. to 11 p.m. Sundays
News Service ..... UP
Transcription Service..Lang-Worth; Thesaurus; Standard
Representative .....The Walker Company

Personnel

President.....Robert J. Dean
Station-Commercial Manager...Robert J. Dean
Program Director-Production Manager .....Rolf Hertsgard
Publicity Director.....Ruth Miller
Artists Bureau Head.....Ruth Miller
Chief Engineer.....A. E. Griffiths
Chief Announcer .....Carl Glenn
Musical Director.....John E. Simpson
Director of War Programs.....Lillian Ross
Sales Manager.....Albert Ziegler

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WCAT

RAPID CITY—EST. 1921

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....South Dakota State School of Mines and Technology
Address .....East St. Joseph Street
Phone Number.....1600
Transmitter Location.....St. Joe Street and Birch Avenue
Time on the Air.....11 a.m. to 1 p.m.
News Service .....AP
Transcription Service .....Standard Radio

Personnel

President.....Joseph P. Connolly
Station Manager.....C. M. Rowe
Program Director.....Scott Burril
Chief Engineer .....E. E. Clark

(Non-Commercial Station)

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KELO

SIOUX FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Sioux Falls Broadcast Assn., Inc.
Address..... 317 So. Phillips Ave.
Phone Number..... 757
Transmitter Location.....Highway No. 12
Time on the Air.....10 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative .....Howard H. Wilson Co.

Personnel

President .....Joseph Henkin
Station Manager.....Morton Henkin
Vice-President in Charge of Sales .....George R. Hahn
Vice-President, Treasurer & Sales Promotion Manager.....S. Fantle, Jr.
Program Director.....Verl Thomson
Chief Engineer.....Max Staley

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KSOO

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....Sioux Falls Broadcast Assn., Inc.
Address .....317 So. Phillips Ave.
Phone Number..... 757
Transmitter Location.....Highway No. 12
Time on the Air.....5:45 a.m. to local sunset
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....Howard H. Wilson Co.

Personnel

President.....Joseph Henkin
Station Manager.....Morton Henkin
Vice-President in Charge of Sales .....George R. Hahn
Vice-President, Treasurer & Sales Promotion Manager .....S. Fantle, Jr.
Chief Announcer.....Verl K. Thompson
Musical Director .....Ted West
Chief Engineer .....Max Staley

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KUSD

VERMILLION—EST. 1922

Frequency: 920 Kc.....Power: 500 Watts
Owned-Operated By ....University of South Dakota
Address.....Union Building
Phone Number 601
Transmitter Location..... Science Hall
Time on the Air.....3 p.m. to 6 p.m.; Sunday 3:30 p.m. to 6 p.m.

Personnel

Station Manager.....Prof. Hale Aarnes
Program Director.....Kenneth Christiansen
Chief Engineer.....Steve Graff

KWAT

WATERTOWN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Midland National Life Insurance Company
Operated By....Midland National Life Ins. Co.
Address .....Watertown
Phone Number 777
Transmitter Location .....Watertown
Time on the Air.....7 a.m. to 10 p.m.
News Service ..... UP

Personnel

Station Manager.....F. L. Bramble
Commercial Manager.....M. W. Plowman
Chief Announcer.....Charles Chronister
Chief Engineer.....Francis Alwin

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WNAX

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
IOWA BROADCASTING COMPANY

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WNAX Broadcasting Co.
Address .....Yankton
Phone Number.....443
Transmitter Location.....Yankton
Time on the Air.....6 a.m. to 12:05 a.m.
Newspaper Affiliation: Des Moines Register & Tribune
News Service .....AP; UP
Transcription Service.....Standard Radio
Representative .....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
General Manager.....Don E. Inman
Sales Promotion Manager.....James H. Allen
Program Director.....Gene P. Loffler
Director of War Programs.....Arthur J. Smith
Production Manager.....Al Constant
Musical Director.....Rex Hayes
Chief Engineer.....Clifton M. Todd

TENNESSEE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WOPI

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Radiophone Broadcasting Station WOPI, Inc.
Address .....410 State St.
Phone Number .....WOPI
Transmitter Location.....Old Abingdon Pike, Washington County, Va.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service.....World
Representative .....Burn-Smith Company

Personnel

President and General Manager.W. A. Wilson
Commercial Manager.....R. L. Russell
Program Director.....Fey Rogers
Publicity Director.....Mrs. Audrey Hassinger
Continuity Director.....Marjorie Freels
Chief Engineer.....Robert Smith

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WAPO

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....WAPO Broadcasting Service
Address .....Read House
Phone Number 6-6141
Transmitter Location.....Pineville Road
Time on the Air.....5:30 a.m. to 12 Midnight
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative .....Headley-Reed Company

Personnel

Owner.....Mrs. W. A. Patterson
General Manager.....R. G. Patterson
Local Sales Manager.....R. N. Krepps
National Sales Manager...Helen H. Patterson
Program-Publicity Director....Helen Patterson
Chief Announcer.....Bob Bosworth
Artists' Bureau Head.....Louise Harley
Musical Director.....William Krug
Chief Engineer.....B. B. Barnes

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WDEF

CHATTANOOGA—EST. 1941

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Joe Engel Broadcasting Co.
Address .....419 Volunteer Bldg.
Phone Number 6-5664
Transmitter Location.....419 Volunteer Bldg.
Time on the Air.....6 a.m. to 11 p.m.
News Service ..... UP
Transcription Service.....Standard Radio
Representative..... Burn-Smith Co.

Personnel

President .....Joe W. Engel
Station Manager.....Frank S. Lane
Commercial Manager.....Ken Flenniken
Program Director.....Vann Campbell
Chief Announcer.....George Barber
Musical Director.....Jean Van Arsdale
Chief Engineer.....B. C. Baker

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WDOD

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....WDOD Broadcasting Corporation
Address..... Hamilton National Bank Building
Phone Number 6-5117
Transmitter Location .....Baylor School
Time on the Air: 5:30 a.m. to 12:05 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service ..... UP
Transcription Service.....Langworth, World
Representative .....Paul H. Raymer Co.

Personnel

Co-Owners.....Earl W. Winger, Norman A. Thomas
General Manager.....Earl W. Winger
Commercial Manager.....Carter M. Parham
Sales Promotion Manager....Cliff W. Bowers
Program Manager.....Gene Wilkey
Chief Announcer.....Douglas Davies
Musical Director.....John Tessetore
Chief Engineer.....J. C. Vessels

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WJZM

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Wm. Kleeman

Here are the FACTS you should know about

STATION WMC MEMPHIS

- [ ] OWNED AND OPERATED BY THE COMMERCIAL APPEAL
- [ ] 5000 WATTS DAY AND NIGHT
- [ ] N B C NETWORK — THE WORLD'S FINEST!
- [ ] OUTSTANDING PRODUCER OF LOCAL AND REGIONAL SHOWS!
- [ ] THE MID-SOUTH'S FAVORITE STATION—(LATEST HOOPER REPORTS)
- [ ] COVERING A DAYTIME AREA OF MORE THAN 2,000,000 PEOPLE
- [ ] NATIONAL REPRESENTATIVES, THE BRANHAM COMPANY

"No wonder it's the station that MOST people listen to MOST in the Mid-South!"

Address: Masonic Bldg., Commerce and Third Street
Phone Number..... 499
Transmitter Location.....One mile southeast
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service ..... AP
Transcription Service .....World
Representative.....Cox & Tanz

Personnel

Owner .....Wm. Kleeman
Station Manager.....W. E. Williams
Commercial-Sales Promotion Manager .....Helen Wallace
Program Director.....W. E. Williams
Chief Announcer.....Clay Cline, Jr.
Chief Engineer.....John Bailey

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WHUB

COOKEVILLE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Address ..... East Spring Street
Phone Number.....Southern Continental 200
Transmitter Location.....807 Hickory Street
Time on the Air.....6 a.m. to 10 p.m.
News Service .....AP
Transcription Service..Keystone Broadcasting System

Personnel

President-Chief Owner.....M. L. Medley
Chief Announcer.....Grady Lemons
Chief Engineer .....Charles Burch

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WTJS

JACKSON—EST. 1931

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Sun Publishing Company
Address.....104 West Baltimore St.
Phone Number 3340
Transmitter Location .....Highway 45
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation.....The Jackson Sun
News Service .....UP
Transcription Service.....Standard Radio
Representative .....The Branham Company

Personnel

President.....A. A. Stone
Station-Commercial Manager..A. B. Robinson
Program-Publicity Director.....Ottis Roush
Musical Director-Artists' Bureau Head, James Allen
Chief Announcer.....Paul Moore
Chief Engineer.....B. C. Brummell

WJHL

JOHNSON CITY—EST. 1938

THE BLUE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....WJHL, Inc.
Business Address.....412 S. Roan St.
Phone Number .....WJHL
Studio Address.....412 S. Roan St.
Transmitter Location.....R.F.D. No. 4, Johnson City
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP & AP
Transcription Service .....Standard Radio
Representative.....Howard H. Wilson

Personnel

President-Station Manager.W. Hanes Lancaster
Station-Commercial Manager.....Ken Marsh
Program-Production Director.....Alice Friberg
Chief Engineer.....O. K. Garland

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WKPT

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Kingsport Broadcasting Co.
Address .....Radio Center
Phone Number ..... WKPT
Transmitter Location .....Kingsport
Time on the Air.....6:30 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Lang-Worth; Standard Radio
Representatives .....Burn-Smith Co.; Harry Cummings

Personnel

President.....C. P. Edward, Jr.
General Manager.....Jess Swicegood
Program-Production Manager...Paul Overbay
Chief Engineer.....Gladman W. Upchurch

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WBIR

KNOXVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .....American Broadcasting Corp.
Address.....406 W. Church St.
Phone Number 4-3321
Transmitter Location.....Brooks Road & Wilder Place
Time on the Air.....139 hours weekly
News Service ..... UP
Transcription Service .....Standard
Representative .....John E. Pearson

Personnel

President.....Gilmore N. Nunn
Station-Commercial Manager.....John P. Hart
Chief Engineer.....J. Rex Horton

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WNOX

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Operated By .....Scripps-Howard Radio, Inc.
Address .....110-112 South Gay Street
Phone Number 3-3171
Transmitter Location.....Anderson Road near Knoxville
Time on the Air: 5 a.m. to 12 midnight; Sundays, 5:30 a.m. to 12 midnight
Newspaper Affiliation Knoxville News-Sentinel
News Service ..... UP
Transcription Service..Standard Radio; Lang-Worth
Representative .....The Branham Company

Personnel

President .....Jack R. Howard
Vice-President-General Manager, R. B. Westergaard
Commercial Manager.....Harry Le Brun
Sales Promotion-Publicity Manager.C. B. Davis
Program Director.....Lowell Blanchard
Director of War Programs.....Walter Corning
Musical Director.....Jerry Collins
Chief Announcer.....Tys Terwey
Chief Engineer .....
Record MC.....Kurt Webster

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WROL

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Stuart Broadcasting Co.
Business Address.....Hamilton Bank Bldg.
Phone Number 2-7111
Studio Address.....Hamilton Bank Bldg.
Time on the Air: 5 a.m. to 12 midnight; Sundays, 6 a.m. to 12 Midnight
News Service ..... AP
Transcription Service .....NBC Thesaurus; World
Representative .....John Blair & Co.

Personnel

Owner .....S. E. Adcock
Commercial Manager.....C. H. Frazier
Sales Promotion Manager.....Allen Stout
Program-Publicity Director.....John Reese
Musical Director.....Harry Nides
Chief Engineer.....James N. Gilbert

WHBQ

MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Broadcasting Station WHBQ, Inc.
Address .....Hotel Gayoso
Phone Number..... 8-6868
Transmitter Location .....46 Neely St.
Time on the Air.....24 hours daily
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

President-General Manager.....E. A. Alburty
Commercial Manager .....E. Pournelle
Program Director-Chief Announcer.John T. Orr
War Program Director .....Bob Alburty
Publicity Director.....H. La McGee
Chief Engineer.....Welton Roy
Record MC.....Alfred Kerr

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WREC

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....Hoyt B. Wooten d/b as WREC Broadcasting Service
Address .....Hotel Peabody
Phone Number 5-1313
Transmitter Location .....Memphis
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service ....World Broadcasting System; Lang-Worth
Representative .....The Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program-Publicity Director.....Roy Wooten
Production Manager.....Bill Trotter
Chief Announcer.....Louis Fossee
Musical Director.....Jesalyn Payne
Chief Engineer.....S. D. Wooten, Jr.

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WMC

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Memphis Publishing Co.
Address .....Goodwyn Institute
Phone Number 8-7464
Transmitter Location .....Five Points, Tenn.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation .....Memphis Commercial Appeal

News Service ..... UP
Transcription Service .....NBC Thesaurus; Lang-Worth; Standard; Sesac
Representative .....The Branham Co.

Personnel

Station Manager .....H. W. Slavick
Commercial Manager.....Cliff Goodman
Assistant Commercial Manager .Cliff Goodman
Program Director.....Bob Atherton
Production Manager.....Bill Trotter
Chief Engineer .....E. C. Frase, Jr.

(See Page 602)

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WMPS

MEMPHIS—EST. 1930

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Memphis Broadcasting Company
Address .....Columbian Tower, 62 North Main Street
Phone Number 5-2721
Transmitter Location .....1690 South Lauderdale
Time on the Air..6:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to 11:45 p.m.
Newspaper Affiliation .....Memphis Press-Scimitar
News Service ..... UP
Transcription Service.....Standard Radio; Associated
Representative.....Spot Sales, Inc.

Personnel

President.....Jack R. Howard
Station Manager-Program Director Harold R. Kreisstein
Merchandising Manager.....Robert Hobgood
Director of War Programs..Francis Chamberlin
Chief Engineer .....J. G. Deaderick

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WLAC

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.....Power: 50000 Watts
Owned By ..J. T. Ward, d/b as WLAC Broadcasting Service
Operated By.....WLAC Broadcasting Service
Address.....Third National Bank Bldg.
Phone Number 6-0161
Transmitter Location .....Dickerson Road
Time on the Air..6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service ..... UP
Transcription Service.... World Broadcasting System; NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Owner.....J. T. Ward
General-Commercial Manager....F. C. Sowell
Promotion Manager .....Chas. L. Andrews
Chief Engineer.....F. D. Binns

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WSIX

NASHVILLE—EST. 1927

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By .....WSIX, Inc.
Address .....Nashville Trust Building
Phone Number 5-5431
Transmitter Location ...Northeast of Nashville
Time on the Air: 6 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service .....AP
Transcription Service .....Standard Radio; C. P. MacGregor; Lang-Worth
Representative .....Spot Sales, Inc.

Personnel

President-Station Manager..Jack M. Draughon
Commercial Manager.. ....Eugene S. Tanner
Program-Production Manager, Jack Wolever, Jr.
Publicity Director.....R. L. Chaudoin
Chief Engineer.....Bascom E. Porter

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WSM

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
Owned-Operated By.. The National Life and Accident Insurance Co.
Business Address ..... National Building
Phone Number 6-7181
Studio Address....Seventh Avenue and Union Street
Transmitter Location: Calendar Road, Williamson County, Tenn. (R.F.D. Franklin)
Time on the Air..18 hours daily; Sundays, 17 hours
News Service ..... AP; INS
Transcription Service .....Associated Music Publishers, Lang-Worth
Representative .....Edward Petry & Co., Inc.

Personnel

Executive Vice-President.....Edwin W. Craig
Station Manager.....Harry L. Stone
Sales Manager.....Dean R. Upson
Artists' Bureau Head.....Ford Rush
Musical Directors, Pietro Brescia, Beasley Smith
Acting Chief Engineer.....George Reynolds

THE TEXAS STATE NETWORK is close to the people of TEXAS

When you get away from the 4 major cities in Texas (which embrace only 17.3% of Texas population) you are in the small communities and rural area comprising 82.7% of the radio listeners in Texas.

And, any type of survey will bear out the fact that the folks in the "Texas State Network" area* listen more hours of the day to their nearby home-town "T.S.N." station because of the high quality programs fed by "MUTUAL" and the "BLUE" (and delivered with less interference) to the strategically located "T.S.N." stations.

Here are the facts about the area you can cover on the 15 Texas State Network Stations in one simple operation.

Population	4,255,000
Families	1,107,260
Native White	3,478,700
Retail Outlets	54,629
Retail Sales	$1,030,794,000
Food Stores	16,257
Food Store Sales	$245,567,000
Gen. Mdse. Stores	2,044
Gen. Mdse. Sales	$159,595,000
Apparel Stores	1,835
Apparel Sales	$60,835,000
Lbr. & Hdw. Stores	2,464
Lbr. & Hdw. Sales	$86,858,000
Drug Stores	2,166
Drug Store Sales	$49,639,000

TEXAS STATE NETWORK STATIONS

KFJZ -- Fort Worth
WRR -- Dallas
KRRV -- Sherman
KPLT -- Paris
KCMC -- Texarkana
KFRO -- Longview
WACO -- Waco
KTEM -- Temple
KNOW -- Austin
KABC and KMAC San Antonio
KRLH -- Midland
KBST -- Big Spring
KRBC -- Abilene
KGKL -- San Angelo
KBWD -- Brownwood

*T.S.N. area covers 140 Texas Counties, 11 in Oklahoma and 7 in Arkansas.

To cover this immense area with maximum effectiveness you need "T.S.N."

THE TEXAS STATE NETWORK, Inc.

1201 West Lancaster FORT WORTH 2, TEXAS

National Representative, WEED and COMPANY

New York Detroit Chicago San Francisco Boston Hollywood

TEXAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KRBC

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Reporter Broadcasting Company
Address .....Abilene
Phone Number 6255
Transmitter Location .....341 Ambler Avenue
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....Abilene Reporter-News
News Service ..... AP
Representative.....John E. Pearson Co.

Personnel

President.....M. B. Hanks
Vice-President & Managing Director .....Howard Barrett
Local Sales Manager .....A. C. Etter
Chief Engineer ..... J. B. Casey

•

KFDA

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Amarillo Broadcasting Corporation
Address ..... 109 East 5th St.
Phone Number 5343
Transmitter Location.....109 East 5th St.
Time on the Air: 6:30 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service ..... INS

Personnel

President.....Gilmore N. Nunn
Station-Commercial Manager ..H. P. Roberson
Sales Promotion Manager-Program Director Bonnie Bennett
Chief Engineer.....Howard Blaker

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KGNC

AMARILLO—EST. 1922

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By....Plains Radio Broadcasting Company
Address.....Radio Building, 8th & Harrison
Phone Number 4242
Transmitter Location .....Bellaire Park
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliations: Amarillo Daily News; Amarillo Globe; Lubbock Avalanche Journal
News Service .....UP
Transcription Service.....NBC Thesaurus, Standard
Representative...Taylor Howe Snowden, Radio Sales

Personnel

General Manager.....Gene Howe
Station Manager.....Raymond Hollingsworth
Sales Manager.....Aubrey Jackson
Musical Director.....Frances Jensen

•

KNOW

AUSTIN—EST. 1924

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By ....Frontier Broadcasting Company, Inc.
Address .....520 Norwood Building
Phone Number 2-6213
Transmitter Location ...Fifth & Tillery Streets
Time on the Air.....6 a.m. to 12 midnight
News Service ..... UP
Representative .....Weed & Co.

Personnel

President.....H. M. Fentress
Station Manager.....Hardy C. Harvey
Commercial Manager.....Marion H. Coleman
Sales Promotion Manager.....Joseph E. Roehl
Chief Engineer.....James Lewis

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KTBC

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 d.; 250 n.
Owned-Operated By....State Capital Broadcasting Association
Address.....P.O. Box 717
Phone Number 2-2424
Transmitter Location .....Dallas Highway
Time on the Air.....6 a.m. to 12 Midnight
News Service .....AP
Transcription Service .....Standard
Representative.....The Branham Co.

Personnel

President.....Claudia T. Johnson
General Manager.....Harfield Weedin
Sales Manager.....R. J. Crissey
Publicity-War Program Director.J. Mabel Clark
Chief Engineer.....M. W. Jeffus

KFDM
BEAUMONT—EST. 1924
BLUE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.. Beaumont Broadcasting Corp.
Address.....P.O. Box 2950
Phone Number 3883
Transmitter Location .....Cor. Doucette & Grove Streets
Time on the Air: 6 a.m. to 2 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative .....Howard H. Wilson Co.

Personnel
President.....C. W. Snider
General-Commercial Manager.....C. B. Locke
Sales Promotion Manager.....H. Caldwell
Program Director.....B. R. Patterson
Chief Announcer.....Bob Liggett
Chief Engineer.....L. M. Sanders

KRIC
BEAUMONT EST.—1938
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRIC, Inc.
Address ..... 130 Wall Street
Phone Number 4200
Transmitter Location.....130 Wall Street
Time on the Air .....6 a.m. to 12 midnight
Newspaper Affiliation ..Beaumont Enterprise
News Service .....AP
Transcription Service ....World Broadcasting
Representative .....The Branham Company

Personnel
General Manager.....Jack Neil
Sales Manager.....G. L. Kirk
Program Director.....Lorraine Kelley
Publicity Director.....Martha Swafford
Musical Director.....Mary Bond Campbell
Chief Engineer.....Ben Hughes

KBST
BIG SPRING—EST. 1936
MBS—TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Big Spring Herald Broadcasting Company
Address .....702 Johnson Street
Phone Number 1500
Transmitter Location ..1¼ miles northeast of town
Time on the Air.....7 a.m. to 9:30 p.m.
Newspaper Affiliation.....Big Spring Herald
News Service ..... AP
Representative.....John E. Pearson Co.

Personnel
President .....Robert Whipkey
Station Manager.....Lewis O. Seibert
Commercial Manager.....James Lawson
Program Director.....Verne J. Stevens
Chief Engineer .....Andrew M. Jones

KNEL
BRADY—EST. 1935
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
Owned-Operated By .....G. L. Burns
Business Address .....Gibbons
Phone Number 77
Transmitter Location.....East Brady, Texas
Time on the Air .....Unlimited license
Representative .....Cox & Tanz

Personnel
General Manager.....G. L. Burns
Commercial Director.....J. S. Sloane

KEEW
BROWNSVILLE—EST. 1937
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 d.; 100 n.

KFDM
BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

REPRESENTED BY
TAYLOR - HOWE - SNOWDEN

Owned-Operated By.....G. L. Burns
Business Address...3700 San Benito Highway
Phone Number 1273
Transmitter Location.. .....San Benito Road
Time on the Air.....6 a.m. to 9 p.m.
News Service .....INS
Transcription Service .....Keystone
Representative .....Forjoe & Co.

Personnel

General Manager.....G. L. Burns
Program-Production Director.....Forest Cox
Chief Engineer.....Dorman Patton

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KBWD

BROWNWOOD—EST. 1941

Frequency: 1380 Kc....Power: 1000 d.; 500n
Owned-Operated By.....Brown County Broadcasting Co.
Address .....800 Hawkins Street
Phone Number 2401
Transmitter Location....Williams Ranch Road, 1½ miles N. Brownwood
Time on the Air..6:30 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 10:30 p.m.
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative.....The Walker Co.

Personnel

Station Manager.....Wendell Mayes
Commercial Manager.....Ingram S. Roberts
Program-Publicity Director.....Pat Laurence
Production Manager.....Dorthea Dunlap
Chief Engineer .....A. W. Stewart

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WTAW

COLLEGE STATION—EST. 1921

BLUE NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....College of Texas
Address .....College Station
Phone Number 4-6724
Transmitter Location .....College Station
Time on the Air.....Sun-up to Sun-down
News Service .....AP
Transcription Service .....World

Personnel

Station-Commercial Manager.....Ted P. Hills
Promotion-Program Director..Evelyn Branigan
Chief Engineer.....H. C. Dillingham

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KEYS

CORPUS CHRISTI—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By..Earl C. Dunn, Charles W. Rossi, H. B. Lockhart and E. C. Hughes
Operated By.....Nueces Broadcasting Co.
Address .....Center Theater Bldg.
Phone 2-7411
Transmitter.....Shell Rd. near Corpus Christi
Time on the Air.....6 a.m. to 12 Midnight
News Service .....AP
Transcription Service .....World
Representative .....Forjoe Co.

Personnel

Station & Commercial Manager..E. C. Hughes
Ass't Manager.....Fred Burr
Program-Production Director.....Jack Sharpe
Chief Engineer.....Earle C. Dunn

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KRIS

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN
TEXAS STATE NETWORK

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Gulf Coast Broadcasting Company
Address .....Robert Driscoll Hotel
Phone Number 6354
Transmitter Location .....Corpus Christi
Time on the Air.....Unlimited License
Newspaper Affiliation.....Caller-Times
News Service .....AP
Transcription Service .....Standard
Representative .....The Branham Company

Personnel

General Manager.....T. Frank Smith
Chief Engineer .....Robert S. Bush

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KWBU

CORPUS CHRISTI—EST. 1943

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned & Operated By..Century Broadcasting
Address.....912 Commerce St., Dallas, Texas
Phone.....Riverside 6381
Transmitter Location .....Gregory,
Time on the Air.....Daytime License
News Service .....AP
Representatives.....Homer Hogan & Co., John E. Pearson

Personnel

President.....Carr P. Collins

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KAND

CORSICANA—EST. 1937

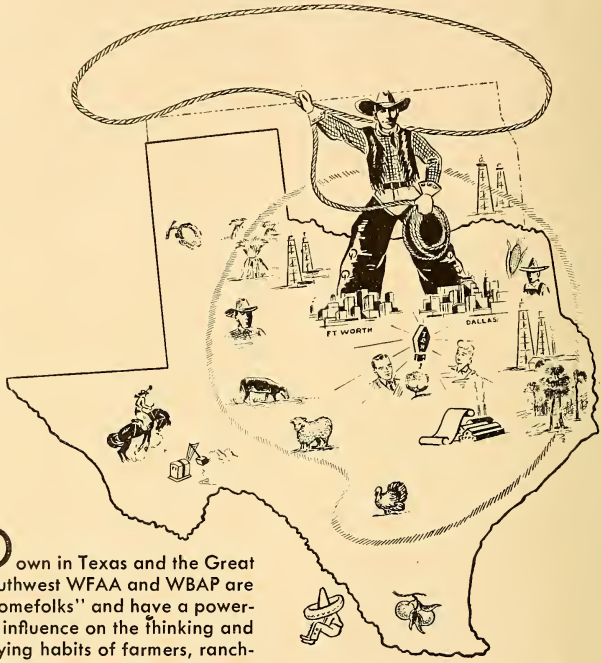
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Navarro Broadcasting Association
Business Address .....P. O. Box 959
Phone Number 141

Lasso

THE RICH SOUTHWEST MARKET

METROPOLITAN DALLAS AND FORT WORTH
RICH SUBURBAN OIL COMMUNITIES
RURAL FARM AND RANCH SECTIONS



Down in Texas and the Great Southwest WFAA and WBAP are "homefolks" and have a powerful influence on the thinking and buying habits of farmers, ranchers, business men and housewives. You can talk business to these folks through these Stations — on a Clear Channel at 820 Kc.

DALLAS **WFAA-WBAP** FORT WORTH

LARGEST 50,000-WATT COVERAGE IN THE UNITED STATES

National Representatives . . . **EDWARD PETRY & CO.**

AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY

Transmitter Location .....½ mile north of Corsicana Highway No. 75
Time on the Air.....18 hours daily
News Service.....AP & UP
Representatives.....Hal Holman Co.; The Walker Co.

Personnel

President .....J. C. West
Station Manager.....Aubrey H. Escoe
Chief Engineer.....Eugene R. Hellums

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KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc.....Power: 50000 Watts
Owned-Operated By .....KRLD Radio Corp.
Address .....Hotel Adolphus
Phone Number .....Central 6811
Transmitter Location .....Garland, Texas
Time on the Air: 5:30 a.m. to 12 Midnight; Sundays, 6 a.m. to 12 Midnight
Newspaper Affiliation ....Dallas Daily Times
News Service .....AP
Transcription Service .....Standard Radio
Representative.....The Branham Co.

Personnel

President.....J. W. Runyon
Managing Director.....C. W. Rembert
Ass't Manager.....James W. Crocker
Commercial Manager.....William A. Roberts
Sales Promotion Manager.....J. W. Crocker
Program Director.....Ruth Clem
Musical Director.....Lawrence N. Morrell
Chief Engineer.....R. M. Flynn

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KSKY

DALLAS—EST. 1941

Frequency: 660 Kc.....Power: 1000 Watts
Owned-Operated By .....Chilton Radio Corporation
Address .....11th Floor, Hotel Stoneleigh
Phone Number C-6193
Transmitter Location....Bruton Road (7 miles out of Dallas)
Time on the Air .....6 a.m. to local sunset
News Service ..... AP
Transcription Service .....Associated Music

Personnel

President-Station Manager.....A. L. Chilton
Commercial Manager .....R. G. Terrill
Chief Engineer .....Morris M. Ming

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WFAA

DALLAS—EST. 1922

NATIONAL BROADCASTING CO.
TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50000 Watts
Owned-Operated By.....A. H. Belo Corp., publisher of The Dallas Morning News
Business Address.....1122 Jackson St.
Phone .....Riverside 9631
Studio Address ....Santa Fe Bldg. Penthouse
Transmitter Location .....Grapevine, Texas
Time on the Air..Shares time with WBAP, Fort Worth, operating continuously from 5:30 a.m. to 12 midnight
Newspaper Affiliation ..Dallas Morning News
News Service ..... UP
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative.....Edward Petry & Co.

Personnel

President .....E. M. Dealey
Managing Director.....Martin Campbell
Station Manager.....Alex C. Keese
Program Director.....Ralph Nimmons
Production Manager .....Ralph Maddox
Director of War Programs.....Marian Kate
Chief Engineer.....Raymond Collins

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WRR

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By .....City of Dallas
Address..Municipal Radio Bldg., State Fair Grounds
Phone Number ..... Tenison 3-6101
Transmitter Location .....White Rock Lake
Time on the Air: 6:30 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service .....AP
Representative ..... Weed & Co.

Personnel

Station Manager.....Charles B. Jordan
Sales Promotion-Traffic Manager.Louise Cobler
Program-Publicity Director .....Pete Teddlie
Production Manager.....Roy I. Newman
Chief Announcer.....James S. Alderman
Music Librarian.....Alice McCord
Musical Director .....Ted Parrino
Chief Engineer..... .....D. J. Tucker
Record MC.....Whit Whitley

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KDNT

DENTON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By ....Harwell V. Shepard
Address .....Kimbrough Building
Phone Number 276
Transmitter Location .....Highway No. 24
Time on the Air .....Unlimited license

Personnel

General Manager.....Harwell V. Shepard

KGKO

for low cost, effective coverage

of the SOUTHWEST

SERVING *126 COUNTIES

IN TEXAS AND OKLAHOMA

Population 4,056,753

Radio Homes . . . 728,600

*Daytime coverage

Affiliated with

The Dallas Morning News—The Fort Worth Star-Telegram

KGKO

5000 WATTS • 570 KC.

FORT WORTH • DALLAS, TEXAS

BLUE NETWORK AFFILIATE

KEY STATION LONE STAR CHAIN

National Representatives

EDWARD PETRY & CO., INC.

KROD

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By....Dorrance D. Roderick
Address .....2201 Wyoming St.
Phone Number .....Main 2020
Transmitter Location ....Hammett Boulevard
Time on the Air.....Unlimited License
Newspaper Affiliation.....El Paso Times
News Service .....AP
Transcription Service....Associated; Standard
Representative .....Howard H. Wilson Co.

Personnel

Owner.....Dorrance D. Roderick
Station Manager .....Val Lawrence
Commercial Manager.....Cecil L. Trigg
Chief Engineer.....Edward P. Talbott

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KTSM

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By .....Tri-State Broadcasting Co.
Address .....Paso Del Norte Hotel
Phone Number .....Main 3122
Transmitter Location ...First Ave., S. of Highway No. 80, Ascarate Addition
Time on the Air .....6 a.m. to 11:30 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus; C. P. MacGregor
Representative ...George P. Hollingbery Co.

Personnel

President.....Frances W. Bredburg
Vice President-General Manager .....Karl O. Wyler
Commercial Manager .....Willard L. Kline
Program Director.....Virgil C. Hicks
Chief Engineer.....E. L. Gemoets

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KFJZ

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....Tarrant Broadcasting Company
Address .....1201 West Lancaster
Phone Number 3-3474
Transmitter Location .....Birdville, Texas
Time on the Air.....18½ hours daily
News Service ..... UP
Representative .....Weed & Company

Personnel

President.....Gene L. Cagle
Station Manager .....Gene L. Cagle
Commercial Manager .....Clyde Pemberton
Sales Promotion Manager .....L. Roy Duffy
Program-Production Director.....Boyd Kelley
Publicity Director.....Forrest W. Clough
Musical Director.....Frances Kay
Chief Engineer .....Truett Kimzey

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KGKO

FORT WORTH—EST. 1928

BLUE NETWORK
LONE STAR CHAIN

Frequency: 570 Kc.....Power: 5000 Watts
Owned By.....Carter Publications, Inc. & A. H. Belo Corp.
Operated By....Ft. Worth Star-Telegram and Dallas News
Addresses: Medical Arts Bldg., Ft. Worth; Santa Fe Bldg., Dallas
Phone Numbers: 3-1234 (Fort Worth); Riverside 9631 (Dallas)
Transmitter Location .....Arlington, Texas
Time on the Air.....6 a.m. to 12 Midnight
Newspaper Affiliations: Fort Worth Star-Telegram; The Dallas Morning News
News Service .....AP
Transcription Service.....World; Lang-Worth
Representative .....Edward Petry & Co.

Personnel

President .....Amon G. Carter
General Manager.....Harold V. Hough
Managing Director.....Martin Campbell
Fort Worth Manager .....George Cranston
Dallas Manager .....Alex Keese
Chief Announcer.....Frank Mills
Fort Worth Program Director.....Ed Lally
Dallas Program Director .....Ralph Nimmons
Production Manager .....Gene Reynolds
Continuity Chief.....Lyman Brown
Traffic Manager .....Eileen Flake
Chief Newscaster.....James Byron
Music Librarian... .....Al Bowman
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinson

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WBAP

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50000 Watts
Owned By.....Carter Publications, Inc.
Operated By.....Ft. Worth Star-Telegram
Address .....Medical Arts Bldg.
Phone Number 3-1234
Transmitter Location .....Grapevine, Texas
Time on the Air: 5:30 a.m. to 12 Midnight; (shares time with WFAA, Dallas)

Newspaper Affiliation .....Ft. Worth Star-Telegram
News Service ..... AP
Transcription Service .....WBS
Representative .....Edward Petry & Co.

Personnel

President.....Amon G. Carter
General Manager.....Harold V. Hough
Station Manager .....George Cranston
Commercial Manager.....Roy Bacus
Sales Promotion-Publicity Manager .....Helen Schmal
Program Director.....Ed Lally
Production Manager .....Gene Reynolds
Continuity Chief.....Lyman Brown
Traffic Manager .....Eileen Flake
Chief Newscaster.....James Byron
Music Librarian .....Al Bowman
Musical Director .....Gene Baugh
Chief Announcer.....Frank Mills
Chief Engineer.....R. C. Stinson

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K L U F

GALVESTON—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The KLUF Broadcasting Co.
Business Address.....60th & Broadway
Phone Number 6676
Studio Address.....60th & Broadway
Transmitter Location.....60th & Broadway
Time on the Air .....Unlimited license
News Service ..... UP
Transcription Service .....Standard Radio: Lang-Worth

Personnel

President.....Geo. Roy Clough
General Manager.....L. D. Clough
Commercial Manager.....C. V. Bracht
Program Director-Chief Announcer Carl McDaniel
Director of War Programs Helen D. Clough
Chief Engineer.....L. D. Clough

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K G B S

HARLINGEN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By.....Harbenito Broadcasting Company, Inc.
Business Address .....P. O. Box 711
Phone Number 1400
Studio Address: ... ... State Highway No. 83 between Harlingen and San Benito, Texas
Transmitter Location .....Same
Time on the Air.....6:30 a.m. to 12 Midnight
News Service ..... AP
Transcription Service .....Associated Music Publishers

Personnel

President .....McHenry Tichenor
Station Manager.....Troy McDaniel
Commercial Manager.....Dave Bennett
Program Director-Chief Announcer Steel McClanahan
Chief Engineer.....Sherman L. Spencer

•

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....Houston Printing Corp.
Operated By.....Houston Post
Address .....Lamar Hotel
Phone Number .....Fairfax 7101
Transmitter Location .....Deepwater, Texas
Time on the Air.....Unlimited
Newspaper Affiliation .....Houston Post
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative ..... Edward Petry & Co.

Personnel

President.....W. P. Hobby
Station Manager.....Kern Tips
Program Director.....Jack McGrew
Musical Director.....K. Burt Sloan
Chief Engineer.....H. T. Wheeler

•

K T H T

HOUSTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Texas Star Broadcasting Co.
Address.....Southern Standard Bldg.
Transmitter Location..315 N. Ennis St., Houston
Time on the Air.....Full time
Representative .....Weed & Company

Personnel

President .....Roy Hofheinz
Station Supervisor.....Ted Hills
Commercial Manager.....Max Armstrong

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K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By...KTRH Broadcasting Co
Address ..... Rice Hotel
Phone Number .....Preston 436
Transmitter Location .. Cedar Bayou, Texas

Time on the Air.....Unlimited License
Newspaper Affiliation .....Houston Chronicle
News Service .....UP
Transcription Service .....World Broadcasting
Representative .....John Blair & Co.

Personnel

Station Manager .....B. F. Orr
Commercial-Sales Promotion Manager
Ray E. Bright
Program Director .....Harry Grier
Production Manager .....Tom Jacobs
Chief Announcer .....Ted Nabors
Musical Director .....Albino Torres
Chief Engineer .....King Howard Robinson

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K X Y Z

HOUSTON—EST. 1930

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN
TEXAS STATE NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By Harris County Broadcast
Address .....Gulf Building
Phone Number ..... Capitol 6151
Transmitter Location .....Deepwater, Texas
Time on the Air.....Unlimited License
News Service .....AP
Transcription Service .....Standard
Representative .....The Branham Co.

Personnel

Manager.....T. F. Smith
Program Director.....Charles Nethery
Chief Engineer.....Gerald Chinski

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K S A M

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: W. J. Harpole & J. C. Rothwell
Address.....P.O. Box 312
Phone Number 666
Transmitter Location.....South of Huntsville on Highway No. 75
Time on the Air.....Daytime License
News Service .....AP

Personnel

Owner.....W. J. Harpole & J. C. Rothwell, partnership
Station Manager .....J. C. Rothwell
Commercial Manager .....J. B. McShan
Chief Engineer.....Sam Love

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K O C A

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oil Capitol Broadcasting Assn.
Address .....102½ East North St.
Phone Number 616
Transmitter Location .....Kilgore
Time on the Air .....Unlimited license
Newspaper Affiliation ....Kilgore Daily News

Personnel

General Manager .....Roy G. Terry

•

K P A B

LAREDO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By
Laredo Broadcasting Co.
Business Address.....Hamilton Hotel
Phone Number 2124
Transmitter Location .....300 Loring Ave.
Time on the Air.....7 a.m. to 10 p.m.
News Service .....AP
Representative.....Forjoe & Co.

Personnel

President .....Howard W. Davis
Station-Commercial Manager,
Rupert S. Dougharty
Program Director.....Jack Calvin
Sales Promotion Manager-Chief Announcer,
Grant Pickens
Chief Engineer.....Hulan K. Smith

•

K F R O

LONGVIEW—EST. 1934

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Voice of Longview
Business Address .....P. O. Box 607
Phone Number 411
Studio Address.....Glover-Crim Bldg.
Transmitter Location .....1918 Marshall-Longview Highway
Time on the Air:
7 a.m. to 9:15 p.m.; Sundays, 8 a.m. to 9:15 p. m.
News Service .....UP
Transcription Service .....Lang-Worth; Keystone Broadcasting System
Representative .....Burn-Smith Co.

Personnel

President-General Manager....James R. Curtis
Commercial Manager.....Thomas R. Putnam

•

K F Y O

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By .....Plains Radio Broadcasting Co.
Address .....914 Avenue J
Phone Number 5567
Transmitter Location.....2312 Fifth St.
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8 a.m. to 7 p.m.
Newspaper Affiliation ..Lubbock Avalanche-Journal
News Service ..... UP
Transcription Service ....World Broadcasting System; Lang-Worth
National Sales Office: Taylor-Howe-Snowden Group, Dallas, Texas
Representative .....Howard H. Wilson Co.

Personnel

President.....O. L. Taylor (Amarillo)
Station-Commercial Manager...DeWitt Landis
Program Director.....Orland Foster
Chief Announcer.....Ruby Lee Leary
Musical Director.....James H. Stiff
Chief Engineer .....W. S. Bledsoe

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KRBA

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Red Lands Broadcasting Association
Business Address .....Lufkin
Phone Number 272
Studio Address .....Lufkin
Transmitter Location .....Lufkin
Time on the Air .....Unlimited license
News Service .....AP
Transcription Service.....Standard Radio; Keystone
Representative .....Cox & Tanz

Personnel

President.....Ben T. Wilson
Manager .....Darrell E. Yates
Promotion Manager.....Darrell E. Yates

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KRLH

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Scharbauer Estate
Business Address .....117 S. Lorainne St.
Phone Number 1070
Studio Address .....Scharbauer Hotel
Transmitter Location.....U. S. Highway 80, (1½ miles west of Midland)
Time on the Air.....6:45 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service..... Lang-Worth
Representative.....Cox & Tanz

Personnel

Administrator of Estate .....Millard Eidson
Station Manager.....J. M. McDonald
Commercial Manager....Gladys L. McDonald
Chief Engineer .....Jack Cecil

•

KNET

PALESTINE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Owned By.....Palestine Broadcasting Corp.
Operated By.....B. A. Laurie
Address .....Municipal Bldg.
Phone Number 411
Transmitter Location....One mile east of city limits, Palestine, Texas
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....Standard Radio; Keystone Broadcasting System
Representative .....Walker Co.

Personnel

Station-Commercial Manager.....B. A. Laurie
Program Director.....L. M. Laurie
Chief Engineer.....Eugene Kintz

•

KPDN

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
Owned By.....R. C. Hoiles
Operated By.....Pampa News
Business Address.....Box 901
Phone Number 1100
Studio Address .....212 North Ballard
Transmitter Location.....East of city limits
Time on the Air.....7:30 a.m. to 10:30 p.m.
Newspaper Affiliation .....Pampa News
News Service ..... AP
Transcription Service ....World Broadcasting
Representative .....None

Personnel

Chief Executive.....Jack Hanna
Station-Commercial Manager..Wayne Phelps
Chief Engineer.....R. L. Thomas

•

KPLT

PARIS—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....North Texas Broadcasting Company
Address .....Gibraltar Hotel

Phone Number 1124-5
Transmitter Location: 1¼ miles south on Texas Highway No. 24
Time on the Air: 6:30 a.m. to 12 Midnight;
Newspaper Affiliation.....Paris News
News Service .....AP
Representative.....John E. Pearson Co.

Personnel

President.....A. G. Pat Mayse
Station-Commercial Manager...Patt McDonald
Chief Engineer.....Mitchell Secrest

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KIUN

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Jack W. Hawkins & Barney H. Hubbs
Address: KIUN Bldg., 306 South Cedar Street
Phone Number 21
Transmitter Location .....North of city
Time on the Air.....Unlimited license
Newspaper Affiliation.....Pecos Enterprise
Representative.....Homer Griffith Co.

Personnel

Co-Owner-General Manager....Jack Hawkins
Co-Owner-Publicity Director....Barney Hubbs
Director of War Programs.....Louise Hawkins

•

KVOP

PLAINVIEW—EST. 1944

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned and Operated By: W. J. Harpole and J. C. Rothwell
Address.....111 West 6th Street
Phone Number.....1400
Time on the Air.....Unlimited License
News Service .....AP
Transcription Service.....Standard Personnel

Personnel

General Manager.....W. J. Harpole
Program Director.....J. E. Stanton
Chief Engineer.....Jesse Simms

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KPAC

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
LONE STAR CHAIN

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By .....Port Arthur College
Address .....1500 Proctor Street
Phone Number 7458
Studio Address.....1515 Lakeshore Drive
Transmitter Location ....1515 Lakeshore Drive
Time on the Air.....6 a.m. to 12 midnight
News Service .....INS
Transcription Service .....Standard Radio
Representative.....Joseph Hershey McGillvra

Personnel

President .....Carl Vaughan
Station-Commercial Manager....Glenn Hewitt
Program Director-Traffic Manager .....Marjorie Vickers
Sales Promotion Manager.....Joan Simons
Chief Engineer.....Cliff Hamilton

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KGKL

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGKL, Inc.
Address ..... St. Angelus Hotel
Phone Number 6715
Transmitter Location .....50 South Milton
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation .....San Angelo Standard Times
News Service ..... AP
Representative.....John E. Pearson Co.

Personnel

President.....H. C. Ragsdale
Station Manager.....Lewis O. Seibert
Commercial Manager.....Myrl Stein
Sales Promotion Manager.....Allen Wilbanks
Program Director.....Evelyn Preston
Publicity Director.....Joecile Coffman
Chief Announcer.....Bob Kirchoff
Chief Engineer.....Frank M. Jones

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KABC

SAN ANTONIO—EST. 1926

BLUE NETWORK
MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Alamo Broadcasting Co.
Address.....223 Milam Bldg.
Phone Number .....Fannin 3126
Transmitter Location.....811 East Myrtle
Time on the Air.....6 a.m. to 12 Midnight
News Service .....UP
Representative.....Weed & Co.

Personnel

President.....R. Early Willson
Station Manager.....Hardy C. Harvey
Ass't Manager.....Bill Michaels
Commercial Manager.....Bill Joekel
Program Director.....Ted Eckman
Traffic Manager.....Mrs. C. A. Wendt
Chief Engineer.....Paul Wolf

KMAC

SAN ANTONIO—EST. 1930

Frequency: 1240 Kc.....Power: 250 Watts
Owned By: W. W. McAllister & Howard W. Davis, d/b as The Walmac Company
Operated By .....Walmac Company
Address.....Nat'l Bank of Commerce Bldg.
Phone Number ..... Cathedral 6211
Transmitter Location .....319 Avenue A
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... INS
Representative .....Burn-Smith Company

Personnel

Manager.....Howard W. Davis
Program Director.....Tony Bessan
Chief Announcer .....Joe Allison
Musical Director.....Edmund Barker
Chief Engineer.....Charles F. Harris

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KONO

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Eugene J. Roth, d/b as Mission Broadcasting Company
Address .....317 Arden Grove
Phone Number .....Fannin 5171
Transmitter Location.....317 Arden Grove
Time on the Air.....6 a.m. to 12 Midnight
News Service ..... AP
Transcription Service .....Lang-Worth
Representative .....Forjoe & Company

Personnel

Owner.....Eugene J. Roth
Station Manager.....James M. Brown
Program Director.....Stanley A. Cox
Chief Announcer.....Ray Hunt
Chief Engineer.....George Ing

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KTSA

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By....Sunshine Broadcasting Company
Address.....P.O. Box 1161
Phone Number .....Garfield 1251
Transmitter Location .....St. Hedwig Road
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service .....Lang-Worth; NBC Thesaurus
National Sales Office Address: Taylor-Howe-Snowden Group, Tower Petroleum Bldg., Dallas, Texas
Representative .....John Blair & Company

Personnel

President .....Gene A. Howe
Station Manager.....George W. Johnson
Chief Announcer.....Eston Pace
Chief Engineer.....Wm. Egerton

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WOAI

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
Owned-Operated By.....Southland Industries, Inc.
Address .....1031 Navarro Street
Phone Number .....Garfield 4221
Transmitter Location .....Selma, Texas
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP; INS
Transcription Service.... ....Standard Radio, Associated
Representative.....Edward Petry & Co., Inc.

Personnel

Pres. & General Manager.....Hugh A. L. Halff
Chairman of Board.....G. A. C. Halff
Commercial Manager.....Cecil K. Beaver
Sales Promotion.....Fred A. Peery
Program-Production Manager....Harold Carr
Publicity Director.....Walter S. Zahrt
Chief Engineer.....Fred Sterling

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KRRV

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By .....Red River Valley Broadcasting Corporation
Addresses .....421 N. Crockett St.; Fannin & Owing Sts., Denison, Texas.
Phone Numbers..201 (Sherman); 423 (Denison)
Transmitter Location.....Highway 75 (between Sherman and Denison)
Time on the Air.....6 a.m. to 12 midnight

Personnel

President.....G. H. Wilcox
Station Manager.....L. L. Hendrick
Chief Engineer.....Tom John
Chief Announcer.....Connie Wendell
Program Director.....Eloise Jouvenat

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KXOX

SWEETWATER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sweetwater Radio, Inc.
Operated By.....Mr. J. S. McBeath

Address.....Radio Bldg., P.O. Box 570
Phone Number 2341
Transmitter Location .....Highway No. 70
Time on the Air.....7 a.m. to 8 p.m.
Newspaper Affiliation.....Sweetwater Daily Reporter
News Service .....UP
Transcription Service.....NBC Thesaurus & Keystone

Personnel

President.....J. S. McBeath
Station-Commercial Manager, J. Harley Hubbard
Program Director-Chief Announcer, Doyce Elliott
Publicity Director.....Zeb Williams
Chief Engineer.....George W. Dotson

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K T E M

TEMPLE—EST. 1936

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Broadcasting Co., Inc.
Business Address.....P. O. Box 186
Phone Number 4646
Studio Address.....Kyle Hotel
Transmitter Location...6/10 mile north of city
Time on the Air.....Unlimited license
News Service .....UP

Personnel

General Manager.....Frank W. Mayborn
Station Manager.....Burton Bishop
Commercial Manager.....Charles Whitesides
Chief Engineer.....Paul Shaw

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K C M C

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
ARKANSAS NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....KCMC, Inc.
Address .....317 Pine St.
Phone Number 832
Transmitter Location .....317 Pine St.
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation .....Texarkana Gazette; Texarkana News
News Service ..... AP
Transcription Service .....Standard Radio
Representative.....John E. Pearson Co.

Personnel

President .....C. E. Palmer
General Manager.....Frank O. Myers
Sales Manager.....Ernest Hackworth
Merchandising Manager.....Donald Myers
Program Director.....Kathryn Wiseman
Chief Engineer.....Paul McCaslin

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K G K B

TYLER—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....East Texas Broadcasting Co.
Address .....115 South College Street
Phone Number..... 1106
Transmitter Location.....Sandflat Road
Time on the Air.....6 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Standard Radio
Representative.....John E. Pearson Co.

Personnel

President-Station Manager....James G. Ulmer
Commercial Manager.....Earl P. Duffie
Program Director.....Mrs. James G. Ulmer
Director of War Programs.....Allen Balch
Publicity Director.....Martha Davenport
Chief Announcer.....Edwin Smith
Chief Engineer.....John B. Sheppard

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K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Northwestern Broadcasting Co.
Address .....1813 Wilbarger Street
Phone Number 1048
Transmitter Location .....One mile due east of courthouse on highway extending from East Wilbarger Street
Time on the Air.....Unlimited License
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

President-General Manager.... R. H. Nichols
Commercial Manager.....W. D. Dixon
Program Director .....Bro. Mingus
Chief Engineer.....Herman Ridgway

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K V I C

VICTORIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Radio Enterprises, Inc.
Business Address..Victoria Bank & Trust Bldg.

Tonight

INTERMOUNTAIN AMERICA
WILL HEAR . . . . . .

KSL

Phone Number 2172
Studio Address.....Cuero Highway
Transmitter Location .....Victoria
Time on the Air.....Unlimited License
News Service ..... UP
Transcription Service: World; Keystone Broadcasting System

Personnel

President .....Morris Roberts
Commercial-Production Manager..Jerry Fisher
Program Director.....Margaret True
Chief Engineer.....Robert McCown

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WACO

WACO—EST. 1922

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Broadcasting Co., Inc.
Address .....Amicable Life Bldg.
Phone Number 2700
Transmitter Location .....Amicable Life Bldg.
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation....Waco News-Tribune & Times Herald
News Service ..... UP
Representative.....Weed & Co.

Personnel

President .....Harlan Fentress
Station Manager.....R. E. Lee Glasgow
Chief Engineer.....L. H. Appleman

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KRGV

WESLACO—EST. 1926

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....KRGV, Inc.
Address ..... 201 Border
Phone Number 375-6
Transmitter Location .....201 Border
Time on the Air: 6 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service ..... UP
Transcription Service.....NBC Thesaurus
National Sales Office Address: 805-6 Tower Petroleum Building, Dallas, Texas
Representative .....Howard H. Wilson Co.

Personnel

President.....O. L. Taylor
Station Manager.....Archie J. Taylor
Sales Manager..... Phil D. Dixon
Chief Engineer.....O. L. Hartwig

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KWFT

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Wichita Broadcasting Company
Business Address.....Harvey Snider Bldg.
Phone Number 4182
Studio Address ..... Kemp Hotel
Transmitter Location ....2½ miles northwest of Wichita Falls
Time on the Air.....Unlimited License
News Service ..... UP
Transcription Service.....Standard Radio; C. P. MacGregor
Representative.....Paul H. Raymer Co.

Personnel

President.....Joseph B. Carrigan
General Manager.....Charles E. Clough
Merchandising Manager-Publicity-Program Director.....A. L. Pierce
Musical Director.....Lucille Crouch
Chief Engineer.....John Adams

UTAH

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KSUB

CEDAR CITY—EST. 1937

KEYSTONE BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Utah Broadcasting Co.
Address .....Escalante Hotel
Phone Number 398
Transmitter Location...591 West 2nd South St.
Time on the Air.....7 a.m. to 10 p.m.
News Service.....AP & UP
Transcription Service...Keystone Broadcasting System
Representative....Jos. Hershey McGillvra, Inc.

Personnel

President .....Ivan Sharp
Chief Announcer.....Melvin Rowley
Chief Engineer .....Hurschell Urie

KVNU

LOGAN—EST. 1938

KEYSTONE BROADCASTING SYSTEM
MBS
INTERMOUNTAIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cache Valley Broadcasting Company
Business Address.....1393 N. Main St.
Phone Number 1400
Studio Address.....1393 North Main Street
Transmitter Location.....1393 North Main St.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service ..... UP
Transcription Service .....Keystone
Representative...Jos. Hershey McGillvra, Inc.

Personnel

President ..... H. F. Laub
General Manager .....Reed Bullen
Commercial Manager.....Fred Sears
Chief Engineer .....Carroll Secrist

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KLO

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Interstate Broadcasting Corporation
Business Address.....Hotel Ben Lomond, 411 Twenty-fifth St.
Phone Number.....5721; 5060 (transmitter)
Studio Addresses: Hotel Ben Lomand; David Kieth Bldg., Salt Lake City
Transmitter Location .....Kanesville, Utah
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation, Ogden Standard Examiner
News Service .....UP
Transcription Service.....Standard Radio
Representative .....Joseph Hershey McGillvra, Inc.

Personnel

President .....A. L. Glasmann
General Manager-Vice-President.....George C. Hatch
Station Manager.....George B. Morgan
Sales Promotion Manager.....Lynn Meyer
Chief Engineer.....W. D'Orr Cozzens

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KEUB

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....Eastern Utah Broadcasting Co.
Business Address ..... Price
Phone Number ..... Price 200
Transmitter Location .....Price
Time on the Air.....Full time
News Service .....UP
Representative .....Joseph Hershey McGillvra, Inc.

Personnel

Commercial Manager.....Jack Richards

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KOVO

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KOVO Broadcasting Co.
Address .....108 West Center Street
Phone Number 1680
Transmitter Location....17 West 3rd South St.
Time on the Air.....6 a.m. to 12 midnight
News Service ..... UP
Representative .....Joseph Hershey McGillvra, Inc.

Personnel

President and Manager.....Clifton A. Tolboe
Sales Manager.....S. G. Carter

In the SALT LAKE MARKET

Today It's KDYL for radio's most popular shows

Tomorrow It will be KDYL for TELEVISION

This station is the first between the Mississippi and the West Coast to be granted a license by the FCC for experimental television broadcasting

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative
JOHN BLAIR & CO.

Program Director-Chief Announcer.....W. Shirl Black
Chief Engineer.....Gerald Peterson

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KDYL

SALT LAKE CITY—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By..... Intermountain Broadcasting Corporation
Address .....Tribune-Telegram Bldg.
Phone Number 5-2991
Transmitter Location .....9th West & 33rd South
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... INS; UP
Transcription Service ....World Broadcasting System; NBC Thesaurus
Representative .....John Blair & Company

Personnel

President & General Manager.....S. S. Fox
Vice-President.....George A. Provol & John M. Baldwin
Secretary-Treasurer.....L. A. Loeb
Commercial Manager.....George A. Provol
Sales Promotion-Publicity.....Frank Baker
Program Director.....Alvin G. Pack
Production Manager.....Mildred Baker
Chief Announcer.....Ken Hegard
Musical Director.....Bob Reese
Technical Director & Chief Engineer .....J. M. Baldwin

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KSL

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
Owned-Operated By.....Radio Service Corporation of Utah
Address.....Union Pacific Bldg.
Phone Number .....(Dial) 5-4641
Transmitter Location .....Saltair, Utah
Time on the Air.....Unlimited license
Transcription Service .....Standard Radio; Lang-Worth; Associated
Representative .....Edward Petry & Company

Personnel

President.....J. Reuben Clark, Jr.
Vice-Pres. & Station Manager.....Ivor Sharp
Sales Mgr.....Ed Broman

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KUTA

SALT LAKE CITY—EST. 1938

BLUE NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.... Utah Broadcasting Co.
Address .....29 South State Street
Phone Number 3-2737
Transmitter Location .....North Salt Lake
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service .....Standard Radio
Representative.....The Katz Agency

Personnel

President-General Manager..Frank C. Carman
Commercial Manager .....Jack Burnett
Chief Engineer.....Lyle Wahlquist

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KALL*

SALT LAKE CITY

Frequency: 910 Kc.....Power: 1000 Watts
Owner.....Salt Lake City Broadcasting Co.

** Construction Permit.*

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KNAK*

SALT LAKE CITY

Frequency: 1400 Kc.....Power: 250 Watts
Owner: Granite District Radio Broadcasting Co.

** Construction Permit.*

VERMONT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WCAX

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....WCAX Broadcasting Corp.
Business Address.....137 Main St.
Studio Address.....137 Main St.
Phone Number.....Burlington 2000
Transmitter Location.. ....Colchester, Vermont
Time on the Air..6:55 a.m. to 1 p.m.; Sundays, 8 a.m. to 11:30 p.m.
News Service .....UP
Transcription Service, Associated Recorded Program Service
Representative .....Weed & Company

Personnel

President-Station Manager....C. P. Hasbrook
Asst. Manager.....Robert A. Kelley
Chief Engineer.....John C. Quill

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WSYB

RUTLAND—EST. 1930
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....P. Weiss Music Co.
Address ..... 80 West Street
Phone Number 1247
Transmitter Location .....Creek Road
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service..Keystone Broadcasting System, Langworth
Representatives .....Joseph Hershey McGillvra, Inc.; R. C. Foster

Personnel

President .....Philip Weiss
Business Manager.....J. H. Weiss
Chief Engineer.....Norval K. Ramson

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WWSR

ST. ALBANS——EST. 1941
KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....Vermont Radio Corp.
Address .....32 N. Main St.
Phone Number 1390
Transmitter Location.....Swanton Road
Time on the Air.....7 a.m. to Sunset
News Service .....UP
Transcription Service .....World
Representatives.....Howard H. Wilson Co. & Bertha Bannon

Personnel

President ..... Lloyd E. Squier
Station Manager.....Winston L. Blake
Chief Engineer.....Theodore Boisvert

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WDEV

WATERBURY—EST. 1931
KEYSTONE BROADCASTING SYSTEM

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By .....Lloyd E. Squier & William G. Ricker
Address ..... 8 Stowe St.
Phone Number 13-2
Transmitter Location .....Blush Hill
Time on the Air.....Local sunrise to sunset
News Service ..... UP
Transcription Service.....World Broadcasting
Representative .....Howard H. Wilson Co.

Personnel

Station Manager.....Lloyd E. Squier
Commercial and Sales Promotion Manager, William G. Ricker
Chief Engineer.....Harold Grout

VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WPIK*

ALEXANDRIA

Frequency: 730 Kc.....Power: 250 Watts
Owned By.....Potomac Broadcasting Corp.
Chief Executive.....Howard B. Hayes
Chief Engineer.....Carl L. Lindberg

* *Construction Permit.*

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WCHV

CHARLOTTESVILLE—EST. 1932
THE BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
Address .....Fourth & East Market Sts.
Phone Number 2500
Transmitter Location.....Richmond Road
Time on the Air.....7 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Standard
Representative.....Cox & Tanz

Personnel

President-Station Manager.Charles Barham, Jr.
Commercial Manager.....Randolph Bean
Chief Engineer.....Walter W. Gray

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WKEY

COVINGTON—EST. 1941
THE BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business Address.....P.O. Box 629
Studio Address.....217½ Main Street
Phone Number 840
Transmitter Location..2 mi. East of Covington

Time on the Air.....7:00 a.m.-11:00 p.m.
News Service .....UP
Transcription Service .....NBC Thesaurus

Personnel

Owner & Manager.....Earl M. Key
Chief Engineer.....James Garber

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WBTM

DANVILLE—EST. 1930

BLUE NETWORK
TRI-CITY STATIONS
(WLVA-WBTM-WSLS)

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Piedmont Broadcasting Corporation
Address .....Hotel Danville Building
Phone Number 2350
Transmitter Location..River Road, Route No. 29
Time on the Air.....7 a.m. to 12 midnight
News Service .....AP
Transcription Service .....Lang-Worth
Representatives...Tri-City Stations Association

Personnel

President.....L. N. Dibrell
Station Manager.....R. Sanford Guyer
Commercial Manager.....A. C. Evans
Chief Engineer.....Harry W. Spencer

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WFVA

FREDERICKSBURG—EST. 1939

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency 1290 Kc.....Power: 250 Watts
CP 1230
Owned-Operated By....Fredericksburg Broadcasting Corporation
Address .....528 Wolfe St.
Phone Number 1260
Transmitter Location ....Two miles south of Fredericksburg on King's Highway
Time on the Air..Local sunrise to local sunset
CP Full time
Transcription Service .....Keystone Broadcasting System

Personnel

President.....Richard F. Lewis, Jr.
Sales Manager .....Nan Winkler
Program Director.....Phil Whitney
Chief Announcer .....Phil Whitney
Musical Director .....Hal Weiss
Chief Engineer.....Phil Whitney

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WSVA

HARRISONBURG—EST. 1936

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Shenandoah Valley Broadcasting Corporation
Address .....Newman Building
Phone Number.....875 or 550
Transmitter Location .....Five miles south of Harrisonburg on U. S. Route 11
Time on the Air ..... 6 a.m. to local sunset
News Service .....UP
Transcription Service .....World Broadcasting System
Representative.....Howard H. Wilson Co.

Personnel

President.....Frederick L. Allman
Station Manager.....Robert B. Harrington
Commercial-Sales Promotion Manager .....Robert B. Harrington
Program Director .....Richard H. Johnson
Chief Announcer.....Dick Johnson
Chief Engineer.....Warren L. Braun

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WLVA

LYNCHBURG—EST. 1930

BLUE NETWORK
TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....Lynchburg Broadcasting Corp. ....
Address .....Allied Arts Bldg.
Phone Number 3030
Transmitter Location.....Forest St.
Time on the Air.....7 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service....Lang-Worth; Standard Radio
Representative.....Tri-City Stations Assn.

Personnel

President .....Edw. A. Allen
Station Manager .....Philip P. Allen
Commercial Manager.....J. P. Read, Jr.
Production Mgr.....C. G. Read
Publicity Manager.....Mrs. Gilbert H. Wilson
Program Director.....Evelyn M. Hamlet
Chief Announcer.....Wayne Tyler
Chief Engineer .....John Orth

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WMVA

MARTINSVILLE—EST. 1941

NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power 250 Watts
Owned-Operated By.....Martinsville Broadcasting Co., Inc.
Address.....Thomas Jefferson Hotel
Phone Number 2152
Transmitter Location.....Figsboro Road
Time on the Air.....6:30 a.m. to 11:15 p.m.
News Service .....AP
Representative.....Howard H. Wilson Co.

Personnel

President .....William C. Barnes
Station Manager.....John W. Shultz
Commercial-Production Manager.....C. Robert Ray
Program Director.....John W. Shultz

Sales Promotion.....Charles F. Adams
Director of War Programs....Barbara Harding
Musical Director.....Barbara Harding
Chief Engineer.....D. W. Muse

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WGH

NEWPORT NEWS—EST. 1928

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Hampton Roads Broadcasting Corporation
Business Address .....Portlock Bldg., Norfolk, Va.
Phone Number 27031
Studio Addresses: Portlock Bldg., Norfolk; Warwick Hotel, Newport News, Va.; Daily Press Bldg., Newport News, Va.
Transmitter Location ...End Jefferson Avenue, Newport News, Va.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7:15 a.m. to 1 a.m.
Newspaper Affiliation: Newport News Daily Press; Newport News Times-Herald
News Service ..... AP
Transcription Service .....Standard Radio; Lang-Worth
Representative .....Burn-Smith Company

Personnel

President.....Raymond B. Bottom
V.P.-General Manager.....Edward E. Bishop
Commercial Manager.....Edward E. Edgar
Chief Engineer.....Wm. P. Grether

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WTAR

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
Operated By.....WTAR Radio Corp.
Owned By.....Norfolk Newspapers, Inc.
Address ...National Bank of Commerce Bldg.
Phone Number..... 25871
Transmitter Location .....Glen Rock
Time on the Air.....5:30 a.m. to 1 a.m. daily; 7:30 a.m. to 1 a.m. Sunday
Newspaper Affiliation .....Norfolk Newspapers, Inc.
News Service.....AP; UP
Transcription Service: Standard Radio; Lang-Worth
Representative .....Edward Petry & Co.

Personnel

President.....Paul S. Huber
General Manager.....Campbell Arnoux
Commercial Manager.....John W. New
Program Director....Henry Cowles Whitehead
Chief Announcer.....Blair Eubanks
Production Manager.....Bailey Barco
Chief Engineer.....Julius L. Grether

WBHD*

PETERSBURG

Frenquency: 1240 Kc.....Power: 250 Watts
Owned By: Southside Virginia Broadcasting Corp.

* *Construction Permit.*

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WSAP

PORTSMOUTH—EST. 1943

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Portsmouth Radio Corp.
Address .....Professional Bldg.
Phone Number 6383
Transmitter Location.....Portsmouth, Va.
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service .....World

Personnel

President.....Tom E. Gillman
General Manager.....T. W. Aydlett
Sales Mgr.....Jack Norfleet

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WBBL

RICHMOND—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Grace Covenant Presbyterian Church
Address .....1627 Monument Avenue
Phone Number..... 57941
Transmitter Location ...1627 Monument Ave.
Time on the Air: Special hours on Sundays only

Personnel

Chairman Radio Comm.....C. H. Liesfeld
Station Manager.....M. A. Sitton
Chief Engineer.....R. W. Raabe

(Non-Commercial Station)

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WMBG

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Havens & Martin, Inc.
Address .....3301 West Broad Street
Phone Number 5-8611
Transmitter Location.....Staples Mill Road
Time on the Air.....6:30 a.m. to 1 a.m.
News Service .....Transradio
Transcription Service .....NBC Thesaurus
Representative .....John Blair & Company

Personnel

President & Station Manager.....Wilbur M. Havens
National Sales and Promotion Manager, R. E. Mitchell
Chief Engineer.....Wilfred H. Wood

WRIV*

RICHMOND

Frequency: 1450 Kc.....Power: 250 Watts
Time on Air: Unlimited Except When WBBL Operates
Owner.....Thomas G. Tinsley, Jr.

** Construction Permit.*

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WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50000 Watts
Owned-Operated By.....Larus & Brother Co.
Business Address.....Hotel Richmond
Phone Number 3-6633
Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.
Transmitter Location .....Edgeworth, Henrico County, Va.
Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....World Broadcasting System; Lang-Worth; Davis & Schwegler
Representative .....Paul H. Raymer Co.

Personnel

General Manager.....C. T. Lucy
Business Manager.....Barron Howard
Program Director.....Irvin G. Abeloff
Production Manager.....Samuel S. Carey
Publicity Director.....Anne E. Raidabaugh
Chief Engineer.....D. C. Woods

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WRNL

RICHMOND—EST. 1927

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 5000 Watts
Owned By.....Richmond Newspapers, Inc.
Operated By.....Richmond Radio Corp.
Address .....323 E. Grace St.
Phone Number 33436
Transmitter Location .....Wilkinson Road
Time on the Air.....5 a.m. to 2 a.m.; Sundays, 7 a.m. to 2 a.m.
News Service .....AP
Transcription Service .....Standard
Representative.....Edward Petry & Co.

Personnel

Chief Executive.....John D. Wise
Station Manager.....E. S. Whitlock
Asst. Mgr. & Publicity.....G. Mallory Freeman
Musical Director .....Conrad Rianhard
Acting Production Manager.....Warde Adams
Chief Engineer.....Walter R. Selden

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Times-World Corp.
Business Address.....124 West Kirk Avenue
Phone Number 8131
Transmitter Location...Colonial Ave., Colonial Heights
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation .....Roanoke Times; Roanoke World News
News Service .....UP
Transcription Service.....Lang-Worth; WBS
Representative .....Free & Peters, Inc.

Personnel

President.....J. P. Fishburn
Station Manager.....Ray P. Jordan
Commercial Manager.....Frank D. Kesler
Production Manager.....Irving Sharp
Chief Engineer.....J. W. Robertson

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WSLS

ROANOKE—EST. 1940

BLUE NETWORK
TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1240 Kc.....Power: 250 Watts

WRNL

REACH

Virginia's great listening audience at low cost through Richmond's nationally known radio station.

Owned-Operated By.... Roanoke Broadcasting Corp.
Address .....Shenandoah Life Building
Phone Number 9227
Transmitter Location .....Shenandoah Life Building
Time on the Air: 6 a.m. to 12:01 a.m.; Sundays 7:30 a.m. to 12:01 a.m.
News Service .....AP
Transcription Service .....NBC Thesaurus; Langworth, BMI
Representative .....Tri-City Stations

Personnel

President .....Paul C. Buford
Station Manager.....James H. Moore
Commercial Manager.....Horace Fitzpatrick
Production Manager .....Kay Lee
Program Dir.....Bill Saunders
Chief Announcer.....Walter Harris
Chief Engineer.....Philip Briggs

WSTN*

STAUNTON

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....Charles P. Blackley

* *Construction Permit.*

WLPM

SUFFOLK—EST. 1940

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Suffolk Broadcasting
Address .....105 Bank Street
Phone Number 1420
Transmitter Location .....Route No. 460
Time on the Air.....Unlimited
News Service .....UP
Transcription Service .....NBC Thesaurus
Representative .....Sears & Ayer

Personnel

President-Station Manager & Sales Manager.....Fred L. Hart
Program Director.....Jim Hardie
Musical Director.....James R. Pond
Chief Engineer.....Fred Wagner

WINC

WINCHESTER—EST. 1941

THE BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Richard Field Lewis, Jr.
Address .....WINC Bldg.
Phone Number .....Winchester 4855
Transmitter Location .....WINC Bldg.
Time on the Air.....7 a.m. to 11:00 p.m.

Personnel

Owner-General Manager..Richard Field Lewis
Commercial Manager-Program Director Grant Pollock
Production Manager.....Leslie Golliday
Chief Engineer.....R. F. Lewis, Jr.

FOR QUALITY
AP !

WASHINGTON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KXRO

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KXRO, Inc.
Business Address.....207½ E. Market St.
Phone Number .....Aberdeen 4098
Studio Address.....207½ E. Market St.
Transmitter Location.....Finch Farms
Time on the Air.....Unlimited time
News Service .....UP
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.

Personnel

President.....Harry R. Spence
Manager .....Fred G. Goddard
Production Manager-Chief Announcer Art Lindsey
Sales Promotion-Publicity Director .....Ruth Poindexter
Record MC .....Stan Spiegle
Commercial Manager.....Ross W. Bates
Program Dir.....Edith Garrett
Director of War Programs.....Ruth Poindexter
Chief Engineer.....K. Grinde

KVOS

BELLINGHAM—EST. 1929

EVERGREEN NETWORK

Frequency: 790 Kc.....Power: 250 Watts
Owned-Operated By.....KVOS, Inc.
Address .....1321 Commercial St.
Phone Number..... 4200
Transmitter Location.....Roeder & E St.
Time on the Air.....6 a.m. to 11 p.m.
News Service .....UP
Transcription Service...Standard & MacGregor
Representative .....John Keiting

Personnel

President ..... Regan Jones
Station Manager .....Frank Adams
Sales Manager.....Fred O. Elsethagen
Program Director.....Earle Alcott
Director of War Programs.....Earle Alcott
Chief Engineer.....J. C. Haley

KELA

CENTRALIA AND CHEHALIS EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Broadcasting Corporation
Address ..... Kela Bldg.
Phone Numbers ....Centralia 721; Chehalis 721
Transmitter Location: Kela Bldg., (Midway between Centralia and Chehalis)
Time on the Air.....7 a.m. to 11 p.m.
News Service..... UP
Transcription Service.....Lang-Worth; C. P. MacGregor
Representatives: Howard H. Wilson Co.; John Keating (Portland)

Personnel

President .....J. Elroy McCaw
Manager .....Joe Chytil
Commercial Manager .....Robert Brister
Sales Promotion Manager.....Schuyler Hill
Program Director.....Elsie Gaylord
Publicity Director.....Hal Nelson
Director of War Programs.....Pete Logan
Chief Engineer.....Ellwood Lippencott

KRKO

EVERETT—EST. 1920

KEYSTONE BROADCASTING SYSTEM
MUTUAL—DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Everett Broadcasting
Address.....Highway 99, No. City Limits
Phone Numbers.....Main 526-867
Transmitter Location..... Everett
Time on the Air.....6:30 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....World

Personnel

President-Gen. Mgr.....Wm. R. Taft
Chief Engineer .....Roy Towne
Sales Manager.....Donald G. Wilde
Sales Promotion Manager....Donald G. Wilde
Program Director .....Vern Mack

KWLK

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Twin City Broadcasting Corp.
Address .....National Bank of Commerce
Phone Number .....Longview 1500
Transmitter Location .....Ocean Beach Highway
Time on the Air.....7 a.m. to 12 midnight
Transcription Service.....NBC Thesaurus
News Service .....UP
Representative.....Howard Wilson Co.

Personnel

President .....C. O. Chatterton
Station Manager .....C. O. Chatterton
Sales Manager .....Kenneth Evans
Sales Promotion Manager.....F. H. Chatterton
Chief Engineer .....Harry Hale

KGY

OLYMPIA—EST. 1922

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tom Olsen
Address.....Rockway, Leland Bldg.
Phone Number 6636
Transmitter Location...Rockway, Leland Bldg.
Time on the Air.....6 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....Howard Wilson & Co.

Personnel

President-Station Manager.....Tom Olsen
Sales Manager.....J. Harris Dorr
Program Director & War Prog....Eve Knutson
Chief Engineer .....Charles Roark

KPKW*

PASCO

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Western Radio Corp.

* *Construction Permit.*

KONP*

PORT ANGELES

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Evening News Press, Inc.

Personnel

Chief Executive.....C. N. Webster
General Manager.....H. J. McAllister
Chief Engineer.....J. U. Ernst

* *Construction Permit.*

KWSC

PULLMAN—EST. 1922

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....State College of Washington
Address ..... Pullman
Phone Number 9021
Time on the Air.....Divides time with KTW
News Service..... UP
Transcription Service .....Lang-Worth

Personnel

Station Manager.....Glenn Jones
Program Dir.....E. Barr
Chief Engineer.....Robert E. Baird

(Non-Commercial Station)

KEVR

SEATTLE—EST. 1925

Frequency: 1090 Kc.....Power: 250 Watts
Owned-Operated By .....Evergreen Broadcasting Corporation
Address .....2102 Smith Tower
Phone Number .....Seneca 2056-7
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service.....Standard Radio; Lang-Worth
Representative.....Wm. G. Rambeau Co.

Personnel

President.....A. W. Talbot
Station Manager .....Bartley Sims
Sales Manager .....Bartley Sims
Sales Promotion Manager.....Max Coie
Program Director .....Harry Jordan
War Program Director.....Bartley Sims
Chief Engineer .....Arthur A. Shultz
Record MC .....Don Porter

KIRO

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
Owned-Operated By.... Queen City Broadcasting Co.
Address .....Cobb Building
Phone Number .....SEneca 1500
Transmitter Location.....Vashon-Maury Island, Wash.
Time on the Air.....6 a.m. to 1 a.m.
News Service .....AP-INS
Transcription Service...Association Music Publishers, Standard Radio, Lang-Worth Feature Programs
Representative ..... Free & Peters

Personnel

President.....Louis K. Lear
Asst. Business Mgr.-Director of National Sales .....Loren B. Stone
Local Sales Manager .....J. F. Hiddleston
Director of Operations.....Rowland Spence
Chief Announcer.....C. Bruce Calhoun
Director of Education.....Kenneth Yeend
Sales Promotion Manager.....W. F. Tucker
War Programs.....Norman Runions
Musical Director.....Max Dolin
Chief Engineer.....James Hatfield

KJR

SEATTLE—EST. 1921

THE BLUE NETWORK
NORTHWEST RADIO TRIANGLE

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By .....Fisher's Blend Station, Inc.

Address .....Skinner Bldg.
Phone Number .....Elliott 5890
Transmitter Location .....2600 26th Ave., S. W. West Waterway
Time on the Air..6 a.m. to 12 midnight; Sunday through Saturday
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

President.....O. W. Fisher
Station Manager.....Birt F. Fisher
Commercial Manager .....W. B. Stuht
Publicity-Research-Advertising....Bill Moshier
Production Manager-Program Director .....Robt. Gentry
News Director .....Fred Delano
Auditor .....J. B. Henley
Chief Engineer.....F. J. Brott

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KOL

SEATTLE—EST. 1928

MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By: Seattle Broadcasting Co.
Address .....Northern Life Tower
Phone Number .....Main 2312
Transmitter Location.....1110 W. Florida St.
Time on the Air.....Unlimited licens-
News Service .....UP
Transcription Service: C. P. MacGregor; Associated Music Publishers; Standard Radio; World
Representative.....John Blair & Company

Personnel

President .....Archie Taft, Sr.
Station Manager.....Oliver A. Runchey
Commercial Manager.....Archie Taft, Jr.
Program & Production Director...Jerry Morris
Publicity Director.....Elisabeth Leonard
Chief Announcer .....Wheeler Smith
Chief Engineer .....Perry C. Lind

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KOMO

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.
NORTHWEST RADIO TRIANGLE

Frequency: 1000 Kc.....Power: 5000 Watts
Owned-Operated By.....Fisher's Blend Station, Inc.
Address .....Skinner Bldg.
Phone Number .....Elliott 5890
Transmitter Location....2600 26th Ave., S.W.
Time on the Air..6 a.m. to 12 midnight; Sunday through Saturday
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative .....Edward Petry & Co.

Personnel

President.....O. W. Fisher
Station Manager.....Birt F. Fisher
Commercial Manager.....W. B. Stuht
Research-Advertising Manager...Bill Moshier
Program Director-Production Manager Robt. Gentry
Dir. War Programs.....John Pearson
News Director .....Fred Delano
Auditor.....J. B. Henley
Chief Engineer.....F. J. Brott

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KRSC

SEATTLE—EST. 1926

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By .....Radio Sales Corporation
Address .....2939 Fourth Avenue South
Phone Number .....Elliot 2480
Transmitter Location ...2939 Fourth Ave. South
Time on the Air.....6:45 a.m. to 2 a.m.
News Service .....AP
Transcription Service .....Associated Music Publishers; Lang-Worth; C. P. MacGregor

Personnel

President.....P. K. Leberman
Station Manager.....Robt. E. Priebe
Commercial Manager.....R. C. Fuller
Program & Musical Director.....Ted Bell
Chief Engineer.....George A. Freeman

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KTW

SEATTLE—EST. 1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By....The First Presbyterian Church of Seattle
Address .....7th & Spring Sts.
Phone Number .....Main 4177
Transmitter Location.....Seattl-
Time on the Air.....Shares time with KWSC

Personnel

Pastor and Station Manager.....James S. Ross
(Non-Commercial Station)

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KXA

SEATTLE—EST. 1928

Frequency: 770 Kc. .....Power: 1000 Watts
Owned-Operated By .....American Radio Telephone Co.
Address .....Bigelow Bldg.
Phone Number ..... Seneca 1000
Transmitter Location ....Second Avenue and Union Street
Time on the Air.....6 a.m. to local sunset; 10 p.m. to 3 a.m.
News Service .....UP

Personnel

President.....R. F. Meggee
Vice-President & Station Manager
Florence Wallace
Sales Mgr.....Rodney McArdle
Program Director .....Helen-Marie Brennan
Publicity Director.....Virginia H. Rubin
War Program Director....Helen-Marie Brennan
Chief Engineer .....John Dubuque

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KFIO

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Spokane Broadcasting Corporation
Business Address .....Fidelity-Ziegler Bldg.
Phone Number .....Riverside 8033
Transmitter Location...Fidelity-Ziegler Bldg.
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 7a.m. to 11 p.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus

Personnel

President .....Arthur L. Smith
Station-Commercial Manager
Richard G. McBroom
Program Director.....Dorothy Thomson
Chief Engineer.....Dee Waymire

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KFPY

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Symons Broadcasting Company
Address .....Symons Building
Phone Number .....Main 1218
Transmitter Location .....Route No. 3
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:00 a.m.-12:05 a.m.
News Service ..... UP
Transcription Service: Lang-Worth; Standard Radio; C. P. MacGregor; World
Representative .....The Walker Co.

Personnel

President .....Mrs. Frances R. Symons
Vice-President-Station Manager
Arthur L. Bright
National Sales & Sales Promotion Manager .....Richard E. Green
Program Manager.....R. W. Brazeal
Director of War Programs ...Katherine Leuer
Farm Editor.....E. W. Jorgenson
Musical Director .....Arthur Zepp
Chief Engineer .....George Langford

KGA

SPOKANE—EST. 1933

BLUE NETWORK

Frequency: 1510 Kc.....Power: 10000 Watts
Owned-Operated By .....Louis Wasmer
Address .....Radio Central Building
Phone Number ..... Main 5383
Transmitter Location.....4102 S. Regal
Time on the Air..18 hrs. daily, 17 hrs. Sundays
Transcription Service .....World
Representative.....Edw. Petry & Co., Inc.

Personnel

Owner .....Louis Wasmer
General Manager .....Harvey Wixson
Program Dir.....Curtis Roberts
Musical Director .....Earl Shinkoskey
Publicity Director .....Harvey Wixson
Chief Engineer .....C. W. Evans

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KHQ

SPOKANE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Louis Wasmer, Inc.
Address .....Radio Central Building
Phone Number .....Main 5383
Transmitter Location .....4102 South Regal
Time on the Air..18 hrs. daily, 17 hrs. Sundays
News Service .....AP
Transcription Service .....World
Representative .....Edward Petry & Co., Inc.

Personnel

Owner.....Louis Wasmer, Inc.
General Manager .....Harvey Wixson
Same as KGA

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KMO

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK
PACIFIC BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Carl E. Haymond
Business Address.....914 Broadway
Phone Number.....Main 4144
Transmitter Location .....Tacoma-Seattle Highway
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:00 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service
World Broadcasting System; Lang-Worth
Representatives.....Joseph H. McGilvra, Inc.

Personnel

Owner-General Manager....Carl E. Haymond
Station Manager.....J. A. Murphy
National Sales Manager...Seymour O. Spring
Local Sales Manager.....Jerry Geehan

Program Director .....Verne Sawyer
Traffic Manager .....Jack Clarke
Chief Announcer.....Arnold Benum
Musical Director .....Clementine Wacula
Chief Engineer.....Joe Kolesar

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KTBI

TACOMA—EST. 1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tacoma Broadcasters, Inc.
Address .....212 Puget Sound Bank Bldg.
Phone Number .....BRoadway 2241
Transmitter Location .....Tacoma
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP & UP
Transcription Service .....Associated

Personnel

President .....H. J. Quilliam
Station Manager.....B. W. Ormsby
Sales Manager .....King Mitchell
Sales Promotion .....King Mitchell
Program Director .....Burke Ormsby
Record MC.....George Cole, Warren Reed, Jim Foster
Chief Announcer.....Burke Ormsby
Chief Engineer .....George Cole

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KVI

TACOMA—EST. 1929

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Puget Sound Broadcasting Company, Inc.
Business Address .....502 Rust Building
Phone Number .....Broadway 4211
Studio Addresses.....502 Rust Building
Transmitter Location ..Vashon Island, Wash.
Time on the Air: 5:30 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service ..... AP
Transcription Service...Associated Music Publishers; Lang-Worth
Representative.....George P. Hollingbery Co.

Personnel

President & Station Manager .....Vernice Irwin
Commercial Manager.....Earl T. Irwin
Program Director .....Larry Huseby
Traffic Manager .....Vyra Bryant
Chief Engineer .....Raymond Griese

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KVAN

VANCOUVER—EST. 1939

Frequency: 910 Kc.....Power: 500 Watts
Owned-Operated By.....Vancouver Radio Corporation
Business Address.....707½ Main St.
Phone Number 150
Studio Address .....707½ Main St.
Transmitter Location...2915 Fruit Valley Road
Time on the Air ..... Sunrise to sunset
News Service .....UP
Transcription Service
Langworth; Standard Radio

Personnel

President .....Sheldon F. Sackett
General Manager .....Ben E. Stone
Resident Manager .....S. W. McCready
Commercial Manager-Publicity Director
Marion Sexton
Program Director .....Charlene Jackson
Chief Engineer .....S. W. McCready

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KUJ

WALLA WALLA—EST. 1928

KEYSTONE BROADCASTING SYSTEM
NORTHWEST NETWORK

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....KUJ, Inc.
Business Address: Marcus Whitman Hotel, Second and Rose Streets
Phone Number 1230
Studio Address.....Marcus Whitman Hotel
Transmitter Location: U. S. Highway No. 410 and Sudbury Road
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service: World Broadcasting System; Lang-Worth
Representatives: Nat'l—Howard H. Wilson Co.; John Keating (Portland) and (Seattle)

Personnel

President and General Manager.....H. E. Studebaker
Commercial-Sales Promotion Manager
Norval Armes
Production .....Robert Dunton
Chief Announcer .....Howard Rhoades
Women's Features Director.....Ruth Denning
Chief Engineer.....Milton MacLafferty

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KPQ

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By .....Westcoast Broadcasting Company
Address .....KPQ Bldg.
Phone Number 45; 875
Transmitter Location ..North End Miller Street
Time on the Air...6:15 a.m. to 11:15 p.m. daily; 8:30 a.m. to 11 p.m. Sunday
News Service ..... UP
Transcription Service.....NBC Thesaurus

Representative
Joseph Hershey McGillvra, Inc.

Personnel

President .....Rogan Jones
Station Manager.....Mrs. Helen Wylie
Sales Manager.....Mrs. Meryle Thompson
Program Director.....Mrs. Mildred Dahlhauser
Chief Engineer.....R. B. Sutton

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KIT

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By .....Carl E. Haymond
Address.....414 E. Yakima Ave.
Phone Number 8115
Transmitter Location .....South of Yakima
Time on the Air: 6:00 a.m.-12 Midnight; Sundays, 7 a.m. to 12 midnight
News Service.....UP & AP
Transcription Service ....Lang-Worth; World Broadcasting System
Representative...Jos. Hershey McGillvra, Inc.

Personnel

Owner.....Carl E. Haymond
Station Mgr.....James A. Murphy
Sales Mgr.....H. A. Miller
Program Manager.....C. A. Carlson
War Program Director.....C. A. Carlson
Chief Announcer .....Fred Roberts
Chief Engineer.....H. Murphy

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KTYW

YAKIMA—EST. 1944

CBS, EVERGREEN

Frequency: 1460 Kc.....Power: 500 Watts
Owned-Operated By.....Cascade Broadcasting Company, Inc.
Business Address .....Box 702
Phone Number 6104
Studio Address.....E. Terrace Heights Blvd.
Transmitter Location...E. Terrace Heights Blvd.
Time on the Air...6 a.m. to 12 midnight daily; 8 a.m. to 10 p.m. Sundays
News Service ..... AP
Transcription Service ..Lang-Worth; Thesaurus

Personnel

President-Owner .....A. W. Talbot
Station Manager.....Miss E. J. Hamilton
Sales Manager .....Pat O'Halleron
Program Director .....Jim Thain
Sales Promotion Manager.....Pat O'Halleron
War Program Director.....E. J. Hamilton
Chief Announcer .....John Griswold
Artists Bureau.....Barry Sherman Co.
Chief Engineer .....Dave Gordon

WEST VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WJLS

BECKLEY—EST. 1939

CBS
KEYSTONE BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 250 Watts
Owned-Operated By.....Joe L. Smith, Jr.
Address .....WJLS Bldg.
Transmitter Location .....Teel Road
Phone Number 7311
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight.
News Service ..... UP
Transcription Service.....Standard Radio; Lang-Worth
Representative.....Burn-Smith Co., Inc.

Personnel

Owner .....Joe L. Smith, Jr.
Station Manager.....Mrs. V. N. Cooper
Sales Manager.....John T. Gelder, Jr.
Publicity Director.....Kenneth A. Schaffer
Program Manager.....Terence M. Harcourt
Continuity Director.....Midge Lee
Chief Announcer.....Jack Pevora
Auditor.....V. Z. Cooper
Chief Engineer.....Al J. Ginkel

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WHIS

BLUEFIELD—EST. 1928

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Daily Telegraph Printing Co.

Address.....412 Bland St.
Phone Number .....WHIS
Transmitter Location .....Route No. 52, Harry Heights
Time on the Air.....5 a.m. to 12 midnight, Monday through Saturday; 8 a.m.-12:05 p.m., Sunday
Newspaper Affiliation....Bluefield Daily Telegraph; Sunset News
News Service.....UP
Transcription Service: World Broadcasting System
Representative .....The Katz Agency

Personnel

President.....H. I. Shott
Manager.....Hugh I. Schott, Jr.
Asst. Manager.....P. T. Flanagan
Sales Manager.....Ruby Brewer
Production Manager.....C. H. Murphey
Program Director.....P. T. Flanagan
Continuity Editor .....Janie Lambert
Publicity Director .....Elsia Thomas
News Editor .....Stuart Odell
Chief Announcer.....C. H. Murphey
Chief Engineer.....P. T. Flanagan

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WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By..... Charleston Broadcasting Co.
Address .....1016 Lee St.
Phone Number 28-131
Transmitter Location.....Kanawha Country Club Road
Time on the Air.....5:30 a.m. to 1 a.m.
News Service .....AP; UP
Transcription Service .....World
Representative .....The Branham Co.

Personnel

President.....John A. Kennedy
Vice-President-Managing Director, Howard L. Chernoff
Technical Advisor.....Odes E. Robinson
Sales Manager.....Howard L. Chernoff
Sales Promotion Manager.....Elizabeth Camp
Program Director.....Jos. J. Herget
Traffic Director .....Carolyn Johnson
Musical Director.....Leah Perry Sloman
War Program Director.....Joseph J. Herget
Production Manager.....Berton Sonis
Publicity Director.....Elizabeth Camp
Chief Engineer.....Odes Robinson

WGKV

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Kanawha Valley Broadcasting Company
Address.....208-212 Dickinson St.
Phone Number 37-541
Transmitter Location ....Coal Branch Heights
Time on the Air.....19 hours per day
News Service ..... UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.Joseph Hershey McGillvra, Inc.

Personnel

Presidents.....E. R. Custer, R. M. Venable
Station Manager.....Joseph B. Matthews
Commercial Manager.....Robert Bowles
Program Director.....C. P. Vogel, Jr.
Continuity & Promotion.....Gilbert Canfield
Publicity Director.....C. P. Vogel, Jr.
Musical Director.....Al Stein
Chief Engineer.....Melvin Swilinger

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WBLK

CLARKSBURG—EST. 1937

NATIONAL BROADCASTING CO.
THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charleston Broadcasting Co.
Address .....444½ West Pike Street
Phone Number 3040
Transmitter Location ....Glen Elk, Clarksburg
Time on the Air.....7 a.m.-1 p.m., Mon. thru Sat.; 9 a.m.-1 p.m., Sun.
News Service .....AP
Transcription Service .....WBS
Representative .....The Branham Company

Personnel

President.....Capt. John A. Kennedy
Station Manager.....G. C. Blackwell
Sales Manager, Sales Promotion Mgr., War Program Director, Publicity Director.....G. C. Blackwell
Chief Engineer.....Jos. A. Wright

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WMMN

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....Monongahela Valley Broadcasting Co.
Address ..... 208 Adams St.
Phone Number 3100
Transmitter Location .....Monongah

Time on the Air.....5 a.m. to 12: midnight
News Service .....AP
Transcription Services.....Standard Radio
Representative .....John Blair & Co.

Personnel

President.....Lt. Comdr. George B. Storer
Station-Commercial Manager
Stanton P. Kettler
Office Manager.....R. C. Warden
Sales Promotion Mgr.....Stanton P. Kettler
War Program Director.....Frank Lee
Musical Director.....DeWitt Wyatt
Program Director.....Frank 'Lee
Continuity Director.....Mary Jane Schultz
Artists Bureau.....Mrs. Rhoda J. Ledford
Chief Engineer .....Robert Hough

•

WSAZ

HUNTINGTON—EST. 1927

BLUE NETWORK
WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....WSAZ, Inc.
Address .....929½ Fourth Ave.
Phone Number 4106
Transmitter Location .....28th St., West
Time on the Air.....Unlimited license
Newspaper Affiliation: Huntington Herald-Dispatch; Huntington Advertiser
News Service ..... AP
Transcription Service.....Standard Radio; Langworth
Representative.....The Branham Co.

Personnel

President and General Manager.....John A. Kennedy
Station Manager.....Marshall L. Rosene
Commercial Manager.....John L. Henry
Sales Promotion Manager....Mildred Chernoff
Program Director.....W. Aldridge
Production Manager.....W. O. Aldridge
Publicity Director.....Marcia Young
Chief Announcer.....Don Yeager
Artists Bureau.....L. P. Swann
Musical Director.....Phyllis Vickers
Chief Engineer.....Leroy Kilpatrick

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WLOG

LOGAN—EST. 1940

KEYSTONE BROADCASTING SYSTEM
KING KOLE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clarence H. Frey & Robert O. Greever—Partners ....
Business Address.....433 Stratton St.
Studio Address.....Kanada & Chestnut Sts.
Phone Number....Office, 540; Studio, 761 & 762
Transmitter Location ....Kanada and Chestnut Streets
Time on the Air.....7:30 a.m. to 9 p.m.
Newspaper Affiliation.....Logan Banner
News Service ..... UP

Personnel

President .....Clarence H. Frey
Station Manager.....James E. McGowan
Sales Manager.....Jo Anne Humphries
Sales Promotion Mgr.....James E. McGowan
Program Director.....Harmon Calver
War Program Director.....Harmon Calver
Chief Announcer.....John Moses
Chief Engineer.....Lloyd Beckworth

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WAJR

MORGANTOWN—EST. 1940

MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....West Virginia Radio Corporation
Business Address.....440-446 Spruce Street
Phone Number 9488
Transmitter Location.....Charleston and Webster Aves.
Time on the Air: 7:00 a.m. to 11:00 p.m., daily
Newspaper Affiliation.....Morgantown News-Dominion, Morgantown Post
News Service.....AP & BBC
Transcription Service ....World Broadcasting System

Personnel

President .....H. C. Greer
General Manager.....Norman Knight
Program Director.....Numa Fabre, Jr.
Promotion Director.....Eleanor Negri
Musical Director.....Owen Dietz
Chief Announcer.....John Gibbs
Traffic Manager.....Clara Mutter
Studio Manager.....William Goods
Commercial Manager.....Frank Greeg
Chief Engineer.....R. C. Spence

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WPAR

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Ohio Valley Broadcasting Corporation
Address.....7th and Market St., Grinter Building
Phone Number 2530
Transmitter Location.....North Parkersburg
Time on the Air.....6:30 a.m. to 1:05 a.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative .....Branham Company

Personnel

President.....Capt. John A. Kennedy
Station Manager.....George H. Clinton
Program Director.....Carl Loose
War Program Director.....Paula Carr
Publicity Director.....Tom Garten
Chief Announcer.....Bill Sherman
Artists Bureau.....Chas. Burroughs
Chief Engineer.....Cecil Knowles

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WBRW

WELCH—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....McDowell Service Company
Business Address.....10 Riverside Drive
Phone Number 818
Studio Address.....10 Riverside Drive
Transmitter Location .....Dor Building
Time on the Air.....7:30 a.m. to 9:00 p.m.; Sundays, 9 a.m. to 6:30 p.m.
News Service .....AP
Transcription Service.....Associated Music Publishers; Keystone Broadcasting System
Representative.....Forjoe & Co.

Personnel

President .....J. W. Blakely
General Manager.....J. H. Metz
Program Director.....John Villani
Chief Announcer-Director of War Programs . John Villani
Chief Engineer.....Jerry H. Metz

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WKWK

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Community Broadcasting, Inc.
Address.....16th & Market Sts.
Phone Number .....Wheeling 5320
Transmitter Location.....16th & Market Sts.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Standard Radio
Representative.....Weed & Co.

Personnel

President..... .....Joe L. Smith, Jr.
Station Manager.....John B. Reynolds
Sales Manager.....John T. Gelder, Jr.
Program Director.....Edward L. Blockinger
War Program Director...Edward L. Blockinger
Chief Announcer.....Deen Brooks
Musical Director.....Oliver Edwards
Chief Engineer ..... Fred Baker

•

WWVA

WHEELING—EST. 1926

BLUE NETWORK

Frequency: 1170 Kc.....Power: 50000 Watts
Owned-Operated By .....West Virginia Broadcasting Corp.
Address .....Hawley Building
Phone Number .....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Time on the Air: .....4:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....NBS Thesaurus
Representative .....John Blair & Co.

Personnel

President.....George B. Storer
Local Sales Manager.....Wm. E. Rine
Station Manager.....George W. Smith
Sales Promotion Manager-Publicity Director .....Ruth Lee Miller
Production Manager.....Paul J. Miller
Program Director.....Lew Clawson
Director of War Programs.....Walt Turner
Chief Announcer.....Walt Turner
Musical Director.....Robert Nesbitt
Chief Engineer.....Edward L. Keim

•

WBTH

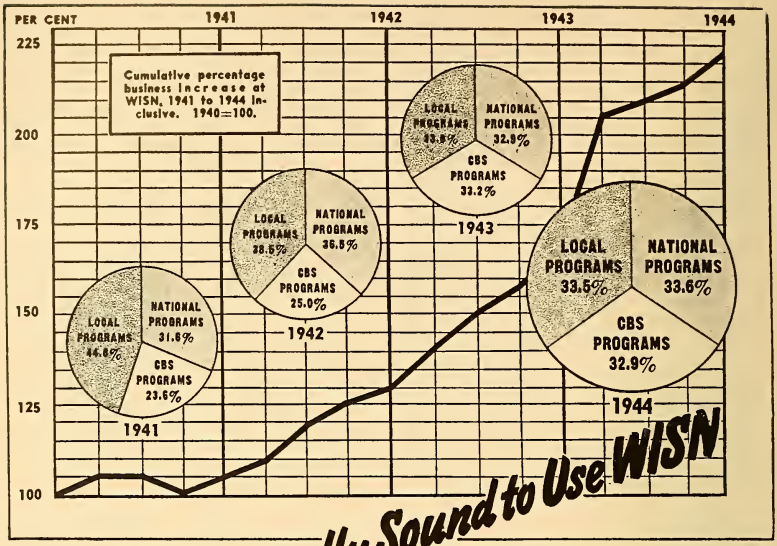
WILLIAMSON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Williamson Broadcasting Corp.
Address.....Mountaineer Hotel Block
Phone Number 1241
Transmitter Location..Mountaineer Hotel Block
Time on the Air.....Unlimited license
News Service ..... UP
Transcription Service.....World Broadcasting System

Personnel

President.....Mrs. L. C. Tierney
Station-Commercial Manager.....Alice Shein
Acting Program Director.....Alice Shein
Chief Announcer.....Charles R. French
Chief Engineer.....Robert W. Bullio



Why It's Basically Sound to Use WISN

BASICALLY SOUND

. . . because WISN has achieved and is maintaining the ideal 1-1-1-distribution of commercial programs. (One-third national; one-third local; one-third network.)

BASICALLY SOUND

. . . because each year since 1940 business on WISN has increased and each year the increase HAS BEEN GREATER than in the previous year.

BASICALLY SOUND

. . . because more advertisers are placing more business with WISN year in—year out. If YOU want results in the Milwaukee area, you can get them on the station with the listener (and the advertiser) preference. Try us and see. You'll be glad you did.

WISN

WISN MILWAUKEE
GASTON W. GRIGNON, General Manager
5,000 WATTS DAY AND NIGHT • A COLUMBIA NETWORK STATION

THE KATZ AGENCY, INC.—NATIONAL REPRESENTATIVES

WISCONSIN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WHBY

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM
WISCONSIN RADIO NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Address .....600 S. Lawe St.
Phone Number 1161
Transmitter Location .....600 S. Lawe St.
Time on the Air.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard Radio

Personnel

Chief Executive.....Rev. J. A. Wagner
Station Manager .....J. L. Gallagher
Program Director.....Rodge Mueller
Chief Engineer.....George Merkle

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WATW

ASHLAND—EST. 1940

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address .....Northern State Bank Building
Phone Number 1420
Transmitter Location.....Ellis Ave.
Time on the Air.....6:25 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Langworth
Representative.....Sears & Ayes

Personnel

President.....William L. Johnson
Station Manager.....J. W. Huss
Commercial Manager.....T. G. Hogan
Program Director-Chief Announcer .....Harry Wills
Chief Engineer.....Hine Dahlbacka

•

WEAU

EAU CLAIRE—EST. 1937

NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Broadcasting Company
Business Address .....203 South Barstow St.
Phone Number 6149
Transmitter Location....Symour Road (County Road Q)
Time on the Air.....Full Time
Newspaper Affiliation.....Eau Claire Leader
News Service .....AP
Transcription Service.....Langworth & World
Representative.....George P. Hollingbery Co.

Personnel

President.....W. C. Bridges
Commercial Manager .....Clyde Riddle
Production Manager.....Howard Dunavan
Sales Promotion Manager.....Bert Ausman
Chief Engineer.....Thos. Jorgenson

•

KFIZ

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....The Reporter Printing Company
Operated By .....The Commonwealth Reporter
Address .....18-20-22 West First Street
Phone Number 356
Transmitter Location.....Lange Bldg.
Time on the Air: 8 a.m. to 10 p.m.; Sundays, 7:30 a.m.-11 p.m.
Newspaper Affiliation....The Commonwealth Reporter
Transcription Service .....Standard Radio

Personnel

President .....A. H. Lange
Station Manager.....Lucille Fairbanks
Commercial Manager .....William O'Brien
Program Director.....Joyce A. Bahr
Chief Announcer.....Allen Sampson
Chief Engineer.....Wendell S. Meyers

•

WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WHBY, Inc.
Business Address .....Bellin Bldg.
Phone Number .....Adams 1
Studio Address .....Bellin Building
Transmitter Location .....West De Pere, Wisc.
Time on the Air.....6 a.m. to 12 midnight
News Service ..... AP
Transcription Service .....Associated Music Publishers
Representative .....Weed & Co.

Personnel

Managing Director ....Rev. James A. Wagner
General Manager .....Haydn R. Evans
Sales Manager.....Val Schneider
Program Director.....Al Michael

Production Manager.....Clair Stone
Sales Promotion.....Al Lodwig
Chief Announcer.....Clair Stone
Artists Bureau.....C. Edges
Publicity Director.....Frank Hart
Musical Director.....Sam De Signe
Chief Engineer.....Wallace J. Stangel

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WCLO

JANESVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By ....Gazette Printing Co.
Address.....200 E. Milwaukee Ave.
Phone Number 2500
Transmitter Location.....1436 Oakhill Ave.
Time on the Air.....6:45 a.m.-11 p.m.
Newspaper Affiliation.....Janesville Daily Gazette
News Service .....AP
Transcription Service.....Langworth
Representative.....Wm. G. Rambeau Co.

Personnel

President .....Sidney H. Bliss
Station Manager.....Bob Page
Sales Manager.....Gordon Downey
Program Director.....Dorothy Alan
Chief Engineer.....Wayne Clay

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WKBH

LA CROSSE—EST. 1926

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....WKBH, Inc.
Business Address.....Radio Building
Phone Number 4-5-0
Transmitter Location .....R. F. D. LaCrosse
Time on the Air: 6 a.m. to 11:30 p.m.; Sunday, 9 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service .....Langworth
Representative ..Howard H. Wilson Company

Personnel

Station Manager.....Howard Dahl
Program Director.....Bernice Callaway
Director of War Programs-
Chief Announcer .....Raymond Plamadore
Chief Engineer.....Al Leeman

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WHA

MADISON—EST. 1917 (as 9XM) 1922 (as WHA)

Frequency: 970 Kc.....Power: 5000 Watts
Owned By .....State of Wisconsin
Operated By.....University of Wisconsin
Address ..... Radio Hall
Phone Number....Badger 580, Extension 476
Transmitter Location.....Fish Hatchery Road
Time on the Air .....7:30 a.m. to local sunset
News Service .....UP
Transcription Service.....Standard Radio & World

Personnel

Chief Executive.....H. B. McCarty
Acting Director .....William G. Harley
Acting Program Director....Walter Krulevitch
Chief Engineer.....John Stiehl

(Non-Commercial Station)

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WIBA

MADISON—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By .....Badger Broadcasting Company
Business Address .....110 East Main Street
Phone Number.....Fairchild 8800
Transmitter Location ...Route 4, Madison, Wis.
Time on the Air.....Unlimited license
Newspaper Affiliation.....The Capital Times; Wisconsin State Journal
News Service .....UP
Transcription Service.....Associated Music & Standard
Representative.....Howard H. Wilson Co.

Personnel

President.....William T. Evjue
General Manager .....Edwin C. Allen
Program Manager & Publicity Director.....K. F. Schmitt
Musical Director.....Leon Perssion
Chief Engineer.....Norman Hahn

•

WOMT

MANITOWOC—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By .....Francis M. Kadow
Address .....Radio Building
Phone Number .....167-400 W
Transmitter Location ....11110 Washington St.
Time on the Air.....6:55 a.m. to 10 p.m.
News Service ..... UP
Transcription Service.....World Broadcasting System
Representative.....Regional Radio Sales

Personnel

General Manager.....F. M. Kadow
Production & Promotion Manager...L. J. Kadow
Commercial Manager .....Maurice Dailey
Program Director .....Russ Russell
Chief Engineer.....W. F. Dubin

WMAM

MARINETTE—EST. 1939

WOLVERINE WISCONSIN NETWORK

Frequency: 570 Kc.....Power: 250 Watts day, 100 night
Owned-Operated By.....M. & M. Broadcast-
Address .....Radio Park
Phone Number 570
Transmitter Location.....Radio Park
Time on the Air.....6:30 a.m.-10 p.m.
News Service ..... UP
Transcription Service .....Associated Music
Representative .....Howard Wilson

Personnel

President .....W. E. Walker
Station Manager.....Joseph D. Mackin
Sales and Merchandising Manager .....Howard Emich
Program Director.....Florence Meyers
Director War Programs.....Pat Kehoe
Chief Engineer.....Martin R. Lund

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WIGM

MEDFORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....George F. Meyer
Business Address .....Medford, Wisconsin
Phone Number..... 5147
Studio Address ..... Highway 13
Transmitter Location .....Highway 13
Time on the Air: 7:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 6 p.m.
News Service ..... UP
Transcription Service...Keystone Broadcasting System, Langworth
Representative .....Cox & Tanz

Personnel

Owner .....George F. Meyer
Station Manager.....Mrs. Irma Meyer
Commercial Manager.....Anton Grossman
Chief Announcer.....Ray Laube
Chief Engineer.....Raymond Bohnert

WISN

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Business Address .....123 W. Michigan St.
Phone Number ..... Daly 3900
Transmitter Location.....4601 South 60th St.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:15 a.m. to 12:05 a.m.
Newspaper Affiliation. The Milwaukee Sentinel
News Service .....UP, INS
Transcription Service .....World Broadcasting System, Standard Radio
Representative.....The Katz Agency

Personnel

General Manager.....G. W. Grignon
Sales Promotion Manager-Director of War Programs & Publicity.....Ellis Saxton
Program Director.....Woods Dreyfus
Musical Director.....E. Krebs
Chief Engineer.....Dick Richards

•

WTMJ

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....The Journal Company (The Milwaukee Journal)
Business Address.....333 West State Street
Phone Number .....Marquette 6000
Studio Address.....720 East Capitol Drive
Transmitter Location...Route No. 5, Box 817, Waukesha, Wisc.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation .....The Milwaukee Journal
News Service ..... AP
Transcription Service .....Associated Music Publishers
Representative .....Edward Petry & Co., Inc.

Personnel

Vice President-General Manager..W. J. Damm
Station Manager-In Charge of Sales.....L. W. Herzog
Asst. Manager.....R. G. Winnie
Program Director & Publicity Director.....Bruce Wallace
Chief Announcer.....Robert J. Heiss
Musical Director.....Maurice Kipen
Chief Technician.....D. W. Gellerup

BIGGER Every Year!

Linda, Pat and Michael Lanphier

BIGGER List of Local Accounts

BIGGER List of National Accounts

BIGGER Audience

BIGGER Results

Year In and Year Out

WEMP *Milwaukee*

Basic Blue Network

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives

WEMP

MILWAUKEE—EST. 1935

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Milwaukee Broadcasting Co.
Address .....710 N. Plankington Ave.
Phone Number.....Marquette 7725
Transmitter Location.....710 No. Plankington
Time on the Air.....7 a.m.-Midnight, Sunday; 6:30 a.m.-3:30 a.m. Daily
News Service ..... UP
Representative.....Howard H. Wilson Co.

Personnel

Station Manager.....C. J. Lanphier
Program & Production Director....Conrad Rice
Musical Director.....Elmer Ihrke
Chief Announcer.....Paul Bartell
Director War Programs.....N. K. Searles
Chief Engineer.....Raymond Host

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WOSH

OSHKOSH—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated by.....Oshkosh Broadcasting Corp.
Address .....151½ Main Street
Phone Number 4580
Transmitter Location.....Bowen Street
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....UP
Transcription Service.....World
Representative.....Regional Radio Sales

Personnel

President.....Myles H. Johns
General Manager.....Ben A. Laird
Sales Manager.....Wilmer J. LaFond
Program Director.....Marjorie Hilliard
Chief Announcer-Farm Editor...Jack Kessenick
Chief Engineer.....Nathan Williams

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WIBU

POYNETTE—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Wm. C. Forrest
Business Address .....R. F. D. No. 2
Phone Number .....97 R 5 Poynette
Studio Addresses: Poynette; Portage; Beaver Dam; Madison; Baraboo
Transmitter Location .....R. F. D. No. 2
Time on the Air .....7 a.m. to 11 p.m.
Transcription Service.....Standard Radio

Personnel

Station Manager .....Wm. C. Forrest
Commercial-Madison Studio Manager .....Ralph O'Connor
Portage Studio Manager .....M. A. Hays
Beaver Dam Studio Manager.....Hal Woods
Program Director.....Sarah Forrest
Chief Announcer.....Geo. Gross
Chief Engineer .....Leonard Doese

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WRJN

RACINE—EST. 1926

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ....Racine Broadcasting Corporation
Address.....441 Main Street
Phone Number .....Jackson 290-291
Transmitter Location....Mount Pleasant, Wisc.
Time on the Air.....8:30 a.m. to 10 p.m.
Newspaper Affiliation .....Racine Journal-Times
News Service .....AP
Representative.....Regional Radio Sales

Personnel

President & General Manager.....Harry R. LePoidevin
Station & Commercial Manager.....Harold J. Newcomb
Program Director.....Garrett Adams
Musical Director.....Orson White
Chief Engineer.....F. Lee Dechant

•

WJMC

RICE LAKE—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Indianhead Broadcasting Co.
Address.....1615 S. Main St.
Phone Number 550
Transmitter Location ...1615 South Main St.
Time on the Air.....7:00 a.m.-8:00 p.m.; Sunday: 8:00 a.m.-6:00 p.m.
News Service .....AP
Transcription Service .....Standard Radio

Personnel

President.....Walter C. Bridges
Director of Operations....H. W. Westmoreland
Sales Manager.....Leonard Anderson

WHBL

SHEBOYGAN—EST. 1928

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;
Owned-Operated By..... Press Publishing
Business Address .....626-636 Center Ave.
Phone Number 1900
Studio Address.....Press Building
Transmitter Location .....Highway No. 141
Time on the Air.....7:00 a.m. to 11 p.m.
Newspaper Affiliation .....Sheboygan Press
News Service ..... UP
Transcription Service .....Standard Radio
Representative .....John Pearson

Personnel

Executive Director.....A. Matt Werner
Station Manager.....G. P. Richards
Program & Musical Director.....Glen James
Chief Engineer.....Herbert Mayer

•

WLBL

STEVENS POINT—EST. 1924

Frequency: 930 Kc.....Power: 5000 Watts
Owned By.....Department of Agriculture
Operated by ..Wisconsin Department of Agriculture
Business Address..... Stevens Point
Phone Number 525
Studio Address .....State Teachers College
Transmitter Location ...Auburndale, Wisconsin
Time on the Air.....Daytime license
News Service .....AP

Personnel

Director .....Milton Button
Station Manager.....F. R. Calvert
Chief Engineer.....Walt Ninneman

(Non-Commercial Station)

•

WDSM

SUPERIOR—EST. 1939

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WDSM, Inc.
Business Address .....Board of Trade Bldg.
Phone Numbers:
6262 (Business Office); 4451 (Superior Studio); Mel. 1812 (Duluth Studio)
Studio Addresses:
Androy Hotel, Superior; Spalding Hotel, Duluth, Minn.
Transmitter Location.... Connor's Point, Superior, Wisc.
Time on the Air .....18½ hours daily
Representative ...Wm. G. Rambeau Company

Personnel

President .....James J. Conroy
Asst. Mgr. & Treas.....A. C. Robinson
Sales Manager.....E. R. Cluett
Program Director.....Elma De Meire
Chief Announcer.....Frederic Riddell
Chief Engineer .....Melvin Laskey

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WSAU

WAUSAU—EST. 1937

COLUMBIA
WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broadcasting Co., Inc.
Address .....125 Third Street
Phone Number 6521
Transmitter Location .....125 Third Street
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service ..... UP
Transcription Service .....World
Representative.....Howard H. Wilson

Personnel

President.....Lt. Col. W. E. Walker
General Manager.....Ben F. Hovel
Commercial Manager.....J. W. Killeen
Program-Musical Director.....Donald R. Burt
Chief Engineer .....Roland Richardt

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WFHR

WISCONSIN RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William F. Huffman
Business Address .....141 West Grand Ave.
Phone Number 1340
Studio Address .....141 West Grand Ave.; Fox Theater Bldg., Stevens Point, McCain-Johnson Building, Marshfield
Transmitter Location .....1500 Bonow Ave.
Time on the Air .....7 a.m. to 10:30 p.m.
Newspaper Affiliation .....Wisconsin Rapids Daily Tribune
News Service ..... AP
Transcription Service .....Standard Radio
Representatives.....Burn Smith Co.

Personnel

Owner.....William F. Huffman
General Manager.....George T. Frechette
Commercial Manager.....Bruce G. Belchl
Program Director.....Arnold Strape
Chief Engineer.....Garth N. Bowker

WYOMING

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KDFN

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.... Donald L. Hathaway
Address .....1st and Lennox Streets
Phone Number 407
Transmitter Location .....1st and Lennox Sts.
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service
Langworth; Keystone Broadcasting System
Representative
Sear & Ayer, Inc.; Homer Griffith (West Coast)

Personnel

Owner-Manager.....Donald L. Hathaway
Program Director.....Marcus R. Nichols
Chief Announcer .....Harrison Brewer
Chief Engineer.....D. L. Hathaway

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KFBC

CHEYENNE—EST. 1940

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By.....Frontier Broadcasting Co.
Address .....Plains Hotel
Phone Number 4461
Transmitter Location .....3rd and Evans
Time on the Air.....Unlimited license
Newspaper Affiliation .....Wyoming Eagle; Wyoming State Tribune
News Service ..... UP
Representative .....Burn-Smith Company

Personnel

Owner .....Tracy S. McCraken
Station Manager.....Wm. C. Grove
Sales Promotion Manager.....Frank Flyn
Program-Publicity Director.....Jeanette Flyn
Announcer .....Dick Lane
Chief Engineer.....Wm. C. Grove

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KPOW

POWELL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Albert J. Meyer
Business Address.....557 N. Clark St.
Phone Number 222
Studio Address .....7th & Hamilton St.
Transmitter Location .....7th & Hamilton Sts.
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....Langworth, Keystone Broadcasting System
Representatives
Sears & Ayer, Homer Owen Griffith

Personnel

Owner .....A. J. Meyer
Station Manager.....Del Brandt
Chief Engineer.....Del Brandt

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KVRS

ROCK SPRINGS—EST. 1938

MUTUAL BROADCASTING
INTERMOUNTAIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Wyoming Broadcasting Company
Address .....1307 Wyoming Street
Phone Number 93
Time on the Air.....7:30 a.m.-10:30 p.m.
News Service.....AP
Transcription Service .....NBC Thesaurus; Keystone Broadcasting System

Personnel

President .....Mrs. H. L. McCracken
Station Manager.....H. L. McCracken
Sales Director.....Michael Reid
Musical Director.....Carmen Megeath
Chief Announcer.....John H. Gann
Chief Engineer.....A. Buchanan

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KWYO

SHERIDAN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Big Horn Broadcasting Company, Inc.
Business Address .....19 North Main St.
Phone Number 601
Studio Address .....Gillette Building, 19 North Main St.
Transmitter Location ...Northwest of Sheridan
Time on the Air .....7 a.m. to 8 p.m.
News Service .....UP
Transcription Service.....Standard Radio; Keystone Broadcasting System
Representative .....Sears & Ayer, Inc.; Homer Owen Griffith

Personnel

President.....R. E. Carroll
General Manager .....Jim Carroll
Program-Publicity Director.....Mel Hallock
Chief Engineer.....Bob Crossthwaite

It's so Good and True—Again We Advise

Get into America's newest, undeveloped market through

KFQD

ANCHORAGE, ALASKA

790 KC
1000 W

First in Alaska!

Here's the opportunity you've dreamed about — a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

KFQD blankets Alaska's most important metropolitan - industrial area. Anchorage, the "News Center of Alaska," is the hub of a heavily populated railbelt . . . headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska which include: Fishing, canning, fur trapping, mining, lumbering, shipping and transportation.

The oldest station in Alaska (May, 1924), KFQD has proved to be the Territory's most outstanding advertising medium. It's a "must" on the list of every forward-looking advertiser

*Government figures show that the Anchorage Municipal Airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia Field (N. Y.), Los Angeles, San Francisco and many other leading airports for the same period.

ALASKA BROADCASTING CO.

NATIONAL REPRESENTATIVE: PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVE.
NEW YORK 17, N. Y.

FRED JONES, 228 NO. LaSALLE ST.
CHICAGO, ILLINOIS

HOMER GRIFFITH, 6362 HOLLYWOOD BLVD.
HOLLYWOOD, CALIFORNIA

TERRITORIES — POSSESSIONS

Alaska

KFQD

ANCHORAGE—EST. 1924

KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
Owned By.....William J. Wagner
Operated By.....Alaska Broadcasting Co.
Business Address.....Box 1040, Anchorage
Phone Number .....Main 143
Studio Address .....412 Fourth Avenue
Transmitter Location .....Anchorage
Time on the Air.....6:30 a.m. to midnight
News Service.....INS; Transradio; UP

Transcription Service.....Lang-Worth; Keystone Broadcasting System; Army Special Service
Representative.....Pan American Broadcasting Co.

Personnel

Owner-Station Manager...William J. Wagner
Commercial Manager,Program Director .....Ken Laughlin
Chief Announcer .....Allen Walker
Chief Engineer.....David O. Fields

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KFAR

FAIRBANKS—EST. 1939

Frequency: 660 Kc.....Power: 10000 Watts
Owned-Operated By.....Midnight Sun Broadcasting Co.
Address .....508 Second Avenue—Lathrop Building
Phone Number .....East 380 Lathrob Bldg.
Transmitter Location.....Farmer's Loop Rd.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.....Fairbanks Daily News Miner
News Service.....AP, UP
Transcription Service.....Standard; World Broadcasting System
National Sales Office.....Free & Peters, Inc.
National Representative....Free & Peters, Inc.

Personnel

President.....A. E. Lathrop
Station-Commercial Manager.....W. K. Foster
Sales Promotion & Program Director, Alvin O. Bramstedt
Publicity Director.....Royal O'Reilly
Chief Announcer.....W. K. Foster
Musical Director.....Eleanor Hansen
Chief Engineer.....A. G. Hiebert

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KINY

JUNEAU—EST. 1935

Frequency: 1450 Kc.....Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau; American Building, Seattle, Wash.
Phone Number .....197 (Juneau); Elliott 5488 (Seattle)
Studio Address ..... Decker Bldg.
Transmitter Location .....Alaska Juneau Mine Dump
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 10 a.m. to 8:30 p.m.
Transcription Service.....C. P. MacGregor; Lang-Worth
Representative.....Joseph Hershey McGillvra
National Sales Office: 708 American Building, Seattle, Wash.

Personnel

Owner .....Edwin A. Kraft
Station Manager.....Henry M. Hogue
Chief Engineer.....Murray Durham

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KTKN

KETCHIKAN—EST. 1942

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Address .....Ketchikan, Alaska; 708 American Bldg., Seattle, Wash.
Transmitter Location.....Ketchikan, Alaska
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 10:30 a.m. to 9 p.m.
Representatives .....Spot Sales, Inc.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Henry M. Hogue
Program Director .....Gordon Chandler
Chief Engineer.....Murray M. Durham

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WVCX

SITKA

1220 Kc. 15 Watts, American Expeditionary Station

72% OF PUERTO RICO'S POPULATION

The Link of the Americas

WNEL

San Juan, Puerto Rico

With great pleasure we quote a paragraph from one of the letters received daily by Station WNEL.

"WE BELIEVE YOU WILL BE INTERESTED TO KNOW THAT WE RECENTLY MADE A HOUSE TO HOUSE CHECK ON THIS PROGRAM DURING ITS BROADCAST. OUR SURVEY SHOWED 72% OF THE RADIO LISTENERS TUNED TO THIS PROGRAM. WE FEEL THE RESULTS ACHIEVED THIS YEAR WITH THIS PROGRAM ARE MOST GRATIFYING AND, IN ACCORDANCE WITH OUR RECENT CONVERSATION, WE ARE PLANNING TO CONTINUE IT IN THE SAME FORM NEXT YEAR."

ORIGINAL ON FILE

TOTAL IMPORTS DURING YEAR 1941	$156,039,176
including	
Food, Animal and Vegetable Products	52,276,598
Machinery and Vehicles	20,566,992
Chemical and Drug Products	10,870,012
Misc. Products	72,325,574

5000 WATTS
N.B.C. AFFILIATE

WNEL

JUAN PIZA

New York Office:
470 Park Ave.

ELdorado 5-6788

Hawaii

KHBC

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Hawaiian Broadcasting System, Ltd.
Address .....1285 Kalaniole Ave.
Transmitter Location ..... Hilo
Time on the Air... .....Unlimited license
Transcription Service: C. P. MacGregor; World Broadcasting System

Personnel

General Manager .....J. Howard Worrall
Station Manager.....Al Green
National Sales Manager....Henry C. Putnam

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KGMB

HONOLULU—EST. 1930

CBS—MBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned By Hawaiian Broadcasting System, Limited
Address .....1534 Kapiolani Blvd.
Phone Number 2323
Transmitter Location 1534 Kapiolani Boulevard
Time on the Air.....6:15 a.m. to 11:30 p.m.
Newspaper Affiliation.....Honolulu Star-Bulletin
News Service .....UP
Transcription Service .....World Broadcasting System; Associated Music Publishers; C. P. MacGregor
Representative .....John Blair & Co.

Personnel

President-General Manager.....J. Howard Worrall
Chief Engineer .....Ernest Lindemann

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KGU

HONOLULU—EST. 1922

NBC AND BLUE

Frequency: 760 Kc.....Power: 2500 Watts
Licensee:....Marion A. Mulrony & Advertiser Publishing Co., Ltd.
Owned By.....Advertiser Publishing Co., Ltd.
Address .....Advertiser Square
Transmitter Location .....Advertiser Square
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation ....Honolulu Advertiser
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative .....The Katz Agency

Personnel

President.....Lorrin P. Thurston
General Manager.....M. A. Mulrony

•

KTOH

LIHUE—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Garden Island Publishing Co.
Address ..... Lihue
Transmitter Location .....Northeast of Lihue
Time on the Air.....Unlimited license
Newspaper Affiliation.....Garden Island Publishing Co.

Personnel

General Manager .....C. J. Fern

Puerto Rico

WKVM*

ARECIBO—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....American Colonial Broadcasting Co.

*(Construction Permit)

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WPRA

MAYAGUEZ—EST. 1937

Frequency: 990 Kc.....Power: 5000 d. 1000 u.
Owned-Operated By.....Puerto Rico Advt. Co.
Address .....McKinley & del Rio Sts.
Transmitter Location .....Mayaguez
Time on the Air .....Unlimited license

Personnel

President .....Andres Camara
Station Manager-Chief Engineer.Ralph P. Perry

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WPAB

PONCE—EST. 1940

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By ....Portorican American Broadcasting Co.
Address .....17 Leon St.
Phone Number 783
Transmitter Location .....Ponce Playa
Time on the Air.....Unlimited license
News Service .....AP
Representative.....West Indies Adv.

Personnel

President .....Pedro Juan Serralles
Station Manager.....Miguel Soltero
Chief Engineer.....Jose Sepulveda

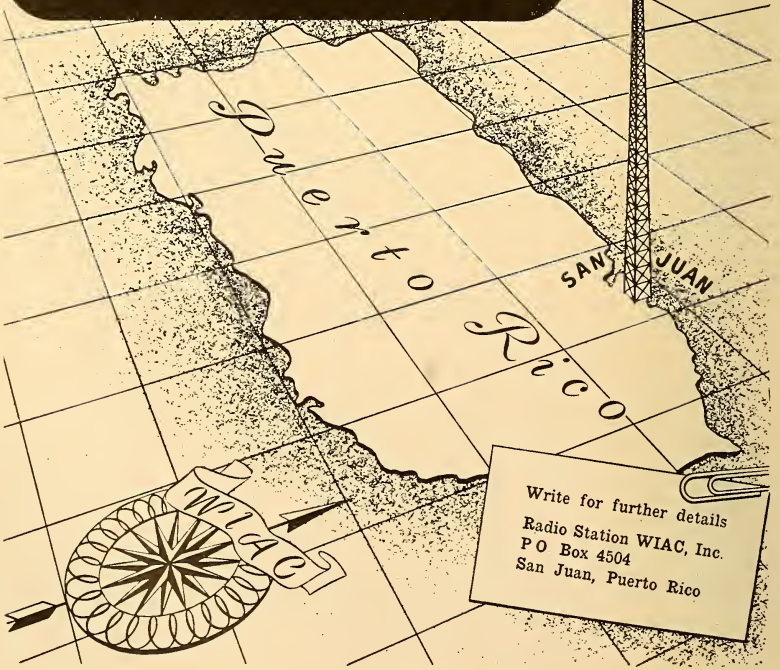
Puerto Rico

IS MORE THAN JUST AN ISLAND SURROUNDED BY WATER . . .

Here indeed is a market that should not be overlooked. There are 2,000,000 **American Citizens** in PUERTO RICO. Their yearly purchases from the United States amount to the impressive figures of $125,000,000.00. And more impressive is the fact that their preferred dial spot is WIAC. WIAC offers **Full Coverage of Puerto Rico, The Virgin Islands** as well as partial coverage of all the West Indies.

WIAC

5000 WATTS **580 K C**



WPRP

PONCE—EST. 1934

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By.....Julio M. Conesa
Address .....Trujillo Street
Transmitter Location ..... Ponce
Time on the Air.....Unlimited license

Personnel

General Manager .....Julio M. Conesa

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WIAC

HATO REY-SAN JUAN—EST. 1941

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By..Radio Station WIAC, Inc.
Business Address.....P. O. Box 4504, San Juan, P. R.
Phone Numbers.....2177 (San Juan); 445 (Hato Rey)
Studio Address.....Ordonez St. Stop 29½
Transmitter Location.....Carolina Rd., 3 miles east of San Juan
Time on the Air.....Unlimited
News Service ..... AP
Transcription Service .....Standard Radio
Representative.....West Indies Advt. Co.

Personnel

Owner.....Mrs. Enrique Abarca
Station-Commercial Manager.....Tomas Muniz
Commercial Manager .....Julo Aguirre
Program Director.....Rafael H. Benitez
Publicity Director .....Samuel Badillo
Chief Announcer.....Antonio Alfonso
Artists Bureau.....Rafael Seijo
Musical Director.....Jose Raul Ramirez
Chief Engineer .....Alfonso Sanchez

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WKAQ

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Corporation of Porto Rico
Address .....30 Tetuan St.
Phone Number .....San Juan 2014
Transmitter Location ..... Hato Rey
Time on Air.....7 a.m. to 11 p.m., Sundays, 8 a.m. to 10:30 p.m.
News Service .....Transradio
National Sales Office.....International Telephone & Telegraph Co., 67 Broad St., New York, N. Y.

Personnel

President .....Leonard Jacob 2nd
Vice-President-Gen. Manager.....E. J. Powell
Commercial Manager.....Jose C. Irizarry
Program Director .....Manuel Ochoa
Musical Director .....Joaquin Burset
Chief Engineer .....Angel P. del Valle

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WNEL

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Juan Piza
Address .....59 Brau St.
Phone Number 107
Transmitter Location.....Green Island Santurce, P. R.
Time on the Air.....Unlimited
News Service .....Transradio
Transcription Service .....Lang-Worth

Personnel

Owner-Station Manager.....Juan Piza
Commercial-Sales Promotion Manager .....Agustin R. Camunas
Program Director.....Camilo Fraticelli
Production Manager.....Juan Maldonado
Chief Engineer.....Jose Arzuaga

NEWS COMMENTATOR

PRODUCER-ANNOUNCER

EMILY AULL

ASSOCIATED PRESS NEWS—WIAC
MUSICAL AMERICA—WNEL

SAN JUAN PUERTO RICO

CBC TRANS-CANADA NETWORK

COAST-TO-COAST: 31 BASIC AND SUPPLEMENTARY STATIONS

CBC DOMINION NETWORK

COAST-TO-COAST: 38 BASIC AND SUPPLEMENTARY STATIONS

CBC FRENCH NETWORK

PROVINCE OF QUEBEC: 11 BASIC AND SUPPLEMENTARY STATIONS

COMMERCIAL DIVISION

TORONTO
354 Jarvis St.

MONTREAL
1231 St. Catherines St. W.

CANADIAN BROADCASTING CORPORATION

CANADA

Stations

•

Alphabetical Index

By Call Letters

•

Networks

•

CANADIAN
Broadcasting Corporation

OFFICES

Victoria Bldg., Ottawa
55 York St., Toronto
Keefer Bldg., Montreal
1231 St. Catherine St. W., Montreal

Board of Governors

Howard B. Chase, Chairman, Montreal, Que.
René Morin, K.C., Montreal, Que.
Mrs. T. W. (Mary) Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.
B. K. Sandwell, Toronto, Ont.
W. J. Parker, Winnipeg, Man.
(3 vacancies)

Personnel

General Manager.....Dr. Augustin Frigon (Ottawa and Montreal)
Assistant General Manager...Donald Manson (Ottawa)
Treasurer .....Harry Bramah (Ottawa)
Director of Personnel & Administrative Services .....R. P. Landry (Ottawa)
Director General of Programs....E. L. Bushnell (Toronto)
Assist. Supervisor of Programs....C. Jennings (Toronto)
Commercial Manager.....E. A. Weir (Toronto)
Assistant Commercial Manager..W. E. Powell (Toronto)
Commercial Manager, Quebec Region.....J. A. Dupont (Montreal)
Supervisor of Press and Information Wells Ritchie (Toronto)
Supervisor of Press and Information, Quebec Region..Leopold Houle (Montreal)
Chief Engineer.....G. W. Olive (Montreal)
Assistant Chief Engineer.....J. A. Ouimet (Montreal)
Supervisor of Station Relations...J. R. Radford (Toronto)
Traffic Manager.....E. W. Jackson (Toronto)

Regional Representatives

Maritimes—George Young, Halifax, N. S.
Quebec—J. M. Beaudet, Montreal, Que.
Quebec—D. Claringbull, 805 Davenport Rd., Toronto, Ont.
Prairies—J. Finlay, Winnipeg.
British Columbia—Ira Dilworth, Vancouver, B. C.
Overseas Unit—A. E. Powley, Broadcasting House, London, England.

Trans-Canada Network

CJCB, Sydney
*CBH, Halifax
*CBA, Sackville
CHSJ, Saint John
CFNB, Fredericton
*CBM, Montreal
*CBO, Ottawa
CKWS, Kingston
*CBL, Toronto
CKSO, Sudbury
CFCH, North Bay
CJKL, Kirkland Lake
CKGB, Timmins
CKY, Winnipeg
CJCA, Edmonton
CFAC, Calgary
CJOC, Lethbridge
CFJC, Kamloops
CKOV, Kelowna
CJAT, Trail
*CBR, Vancouver

Dominion Network

CJFX, Antigonish
CHNS, Halifax
CFCY, Charlottetown
CKCW, Moncton
CKNB, Campbellton
CJLS, Yarmouth
CHLT, Sherbrooke
CFCF, Montreal
CKCO, Ottawa
CHOV, Pembroke
CFBR, Brockville
*CJBC, Toronto
CHEX, Peterborough
CFPL, London
CFCO, Chatham
CFPA, Port Arthur
CJRL, Kenora
CKRC, Winnipeg
CKX, Brandon
CJGX, Yorkton
CKRM, Regina
CHAB, Moose Jaw
CFQC, Saskatoon
CKBI, Prince Albert
CFCN, Calgary
CFRN, Edmonton
CHWK, Chilliwack
CJOR, Vancouver
CJVI, Victoria

French Network

(All Quebec)

*CBF, Montreal
*CBV, Quebec
*CBJ, Chicoutimi
CHNC, New Carlisle
CJBR, Rimouski
CHGB, Ste. Anne de la Pocatiere
CKCH, Hull
CKVD, Val d'Or
CKRN, Rouyn
CHAD, Amos

*CBC-owned and operated

STATIONS OF

CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in the year and corrections were made up to the time of going to press to insure the inclusion of late developments.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1070	50000	663
CBF	Montreal, Que.	690	50000	674
CBH	Halifax, N. S.	1240	100	663
CBJ	Chicaoutimi, Que.	1580	1000	674
CBK	Watrous, Sask.	540	50000	679
CBL	Toronto, Ont.	740	50000	670
CBM	Montreal, Que.	940	50000	674
CBO	Ottawa, Ont.	910	1000	667
CBR	Vancouver, B. C.	1130	5000	660
CBV	Quebec, Que.	980	1000	676
CFAB	Windsor, N. S.	1450	100	664
CFAC	Calgary, Alta.	960	1000	657
CFAR	Flin Flon, Man.	1230	250	661
CFBR	Brockville, Ont.	1450	250	664
CFCF	Montreal, Que.	600	500	675
CFCH	North Bay, Ont.	600	100	666
CFCN	Calgary, Alta.	1010	10000	657
CFCO	Chatham, Ont.	630	100	664
CFCY	Charlottetown, P. E. I.	630	1000	673
CFGP	Grande Prairie, Alta.	1350	1000	658
CFJC	Kamloops, B. C.	910	1000	658
CFNB	Fredericton, N. B.	550	1000	662
CFOS	Owen Sound, Ont.	1400	250	667
CFPA	Port Arthur, Ont.	1230	250	668
CFPL	London, Ont.	1570	1000	666
CFPR	Prince Rupert, B. C.	1240	50	659
CFQC	Saskatoon, Sask.	600	1000	678
CFRB	Toronto, Ont.	860	1000	670
CFRC	Kingston, Ont.	1490	100	666
CFRN	Edmonton, Alta.	1260	1000	657
CHAB	Moose Jaw, Sask.	800	1000	678
CHAD	Amos, Que.	1340	100	674
CHEX	Petersborough, Ont.	1430	1000	668
CHGB	St. Anne de la Pocatiere, Que.	1230	250	677
CHGS	Summerside, P. E. I.	1480	100	673
CHLN	Three Rivers, Que.	1450	250	677
CHLP	Montreal, Que.	1490	250	675
CHLT	Sherbrooke, Que.	1240	250	677

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CHML	Hamilton, Ont.	900	5000	665
CHNC	New Carlisle, Que.	610	1000	675
CHNS	Halifax, N. S.	960	1000	663
CHOV	Pembroke, Ont.	1340	250	667
CHPS	Parry Sound, Ont.	1450	250	667
CHRC	Quebec, Que.	800	1000	676
CHSJ	Saint John, N. B.	1150	5000	663
CHUM	Toronto, Ont.	1050	1000	670
CHWK	Chilliwack, B. C.	1340	100	658
CJAT	Trail, B. C.	610	1000	659
CJBC	Toronto, Ont.	1010	5000	670
CJBR	Rimouski, Que.	900	5000	676
CJCA	Edmonton, Alta.	930	1000	657
CJCB	Sydney, N. S.	1270	5000	664
CJCH	Halifax, N. S.	1320	1000	664
CJCJ	Calgary, Alta.	1230	100	657
CJCS	Stratford, Ont.	1240	100	668
CJEM	Edmundston, N. B.	1240	250	662
CJFX	Antigonish, N .S.	580	5000	663
CJGX	Yorktown, Sask.	1460	5000	679
CJIC	Sault Ste. Marie, Ont.	1490	250	668
CJKL	Kirkland Lake, Ont.	560	1000	666
CJLS	Yarmouth, N. S.	1340	100	664
CJMH	Medicine Hat, Alta.	1490	100	658
CJOC	Lethbridge, Alta.	1060	1000	658
CJOR	Vancouver, B. C.	600	1000	660
CJSO	Sorel, Que.	1400	100	677
CJRL	Victoria, B. C.	1480	5000	660
CJVI	Kenora, Ont.	1220	1000	665
CKAC	Montreal, Que	730	5000	675
CKBI	Prince Albert, Sask.	900	5000	678
CKCH	Hull, Que.	1240	250	674
CKCK	Regina, Sask.	620	5000	678
CKCO	Ottawa, Ont.	1310	1000	667
CKCR	Kitchener, Ont. (Waterloo)	1490	250	666
CKCV	Quebec, Que.	1340	100	676
CKEY	Toronto, Ont.	580	5000	671
CKCW	Moncton, N. B.	1400	250	662
CKFI	Fort Frances, Ont.	1340	250	665
CKGB	Timmins, Ont.	1470	1000	670
CKLN	Nelson, B. C.	1240	250	659
CKLW	Windsor, Ont.	800	5000	673
CKMO	Vancouver, B. C.	1410	100	660
CKNB	Campbellton, N. C.	950	1000	662
CKNX	Wingham, Ont.	920	1000	673
CKNW	New Westminster, B. C.	1230	250	659
CKOC	Hamilton, Ont.	1150	1000 d., 500 n.	665
CKOV	Kelowna, B. C.	630	1000	659
CKPA	Port Alberni, B. C.	1240	250	659
CKPC	Brantford, Ont.	1380	100	664
CKPR	Fort William, Ont.	580	1000	665
CKRC	Winnipeg, Man.	630	1000	661
CKRM	Regina, Sask.	980	1000	678
CKRN	Rouyn-Noranda, Que.	1400	250	676
CKSF	Cornwall, Ont.	1230	250	665
CKSO	Sudbury, Ont.	790	1000	670
CKTB	St. Catharines, Ont.	1550	5000	668
CKUA	Edmonton, Alta.	580	1000	658
CKVD	Val D'Or, Que.	1230	100	677
CKWS	Kingston, Ont.	960	1000	666
CKWX	Vancouver, B. C.	980	1000	660
CKX	Brandon, Man.	1150	1000	661
CKY	Winnipeg, Man.	990	15000	112

ALBERTA

CFAC

CALGARY—EST. 1922

CBC & FOOTHILLS NET

Frequency: 960 Kc.....Power: 1000 Watts
Owned By.....The Southam Co., Limited
Operated By Taylor, Pearson & Carson Broadcasting Co., Ltd.
Address.....1000 Southam Building
Phone Number ....R 1036
Transmitter Location.....Forest Lawn
Time on the Air...6:30 a.m. to 12:00 midnight; Sundays, 7:45 a.m.-Midnight
Newspaper Affiliation..Calgary Daily Herald
News Service.....Press News; BUP
Transcription Service.....NBC Thesaurus; World Broadcasting System; Associated
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President .....H. R. Carson
Station Manager.....A. M. Cairns
Commercial Manager.....F. R. Shaw
Promotion & Merchandising.....F. P. Schofield
Program Director.....Jack Stewart
Chief Engineer.....Earl C. Connor
Musical Director.....Geoffrey Waddington

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CFCN

CALGARY—EST. 1922

Frequency: 1010 Kc.....Power: 10,000 Watts
Owned-Operated By..The Voice of the Prairies, Ltd.
Address.....Toronto General Trusts Bldg.
Phone Number.....M 1161
Transmitter Location..... Strathmore
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8:00 a.m. to 12 midnight
Transcription Service..Standard Radio; Lang-Worth; C. P. MacGregor
Representative....Radio Representatives, Ltd., Toronto-Montreal; H. N. Stovin, Winnipeg; Howard H. Wilson Co., U.S.A.

Personnel

Managing Director.....H. G. Love
Commercial Manager .....E. H. McGuire
Chief Engineer.....W. V. McLaughlin

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CJCJ

CALGARY—EST. 1927

CBC

Frequency: 1230 Kc.....Power 100 Watts
Owned-Operated By.....The Albertan Publishing Co.
Address .....Renfrew Bldg.
Phone Number.....Main 9966
Transmitter Location.....Grandview Heights
Time on the Air.....7 a.m. to 11:15 p.m.; Sundays, 8:30 a.m. to 11:15 p.m.
Newspaper Affiliation.....Albertan Publishing Co.
Transcription Service.....Lang-Worth
Representative....Radio Representatives, Ltd.

Personnel

President .....Gordon Bell
Station Manager.....Donald H. Mackey
Sales Manager.....Bruce Leyden
Chief Engineer.....Pat Green

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CFRN

EDMONTON—EST. 1934

CBC

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By....Sunwapta Broadcasting Company, Ltd.
Address.....107-109 Canadian Pacific Railways Building
Phone Number.....22101-5
Transmitter Location.....Jasper Highway
Time on the Air...Mon.-Sat., 6:30 a.m.-12 Mid.; Sundays, 8:00 a.m.-12 Mid.
News Service..... British UP
Transcription Service.....Standard Radio; Lang-Worth; United Transcribed System
Representative: Radio Representatives, Ltd.; Jack Slatter

Personnel

Station Manager.....G. R. A. Rice
Commercial Manager.....A. Hopps
Sales Promotion.....A. J. Hopps
Artists Bureau.....D. M. Atkinson
Chief Engineer.....F. Makepeace

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CJCA

EDMONTON—EST. 1922

CBC—TRANS. CANADA

Frequency: 930 Kc.....Power: 1000 Watts
Owned By.....The Edmonton Journal, Ltd.
Operated By.....Taylor & Pearson Broadcasting Co.
Address.....Birk's Bldg., Jasper Ave.
Phone Number 26131
Transmitter Location..... Belmont
Time on the Air.....6:15 a.m.-12 Mid.
Newspaper Affiliation.....Edmonton Journal
New Service.....Canadian Press; Press News, Ltd.; AP
Transcription Service.....NBC Thesaurus; World Broadcasting System
Representative.....All-Canada Radio Facilities, Ltd; Weed & Co.

Personnel

Station Manager.....Gordon S. Henry
Sales Manager.....Rolle Barnes
Assistant Manager.....Walter Blake
Public Relations Director.....Tom A. Shandro
Chief Engineer.....Gordon Shillakeer

CKUA*

EDMONTON—EST. 1927

CBC

Frequency: 580 Kc.....Power: 1000 Watts
Owned By.....Government of Alberta
Operated By.....Alberta Govt. Telephones
Address.....Department of Extension, University of Alberta
Phone Number..... 32233
Transmitter Location.....Calgary Trail, South Edmonton
Time on the Air.....11:00 a.m.-10 p.m.

Personnel

President of the University..Dr. Robert Newton
Chief Engineer.....Roy Usher
Station Manager.....J. B. McRae

*(Non-Commercial Stations)

CFGP

GRANDE PRAIRIE—EST. 1937

CBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By: Northern Broadcasting Corporation, Ltd.
Address .....Grande Prairie
Phone Number..... 153
Time on the Air.....6:50 a.m.-11:00 p.m.
News Service.....CBC News; BBC News; BUP
Transcription Service.....United Transcribed
Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President-General Manager.....C. L. Berry
Sales Promotion Manager....G. H. Cummings
Sales Manager.....C. L. Berry
Musical Director.....Jack Ferguson
Chief Engineer.....Gordon L. Sadler

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK
CANADIAN BROADCASTING CORP.

Frequency: 1060 Kc.....Power: 1000 Watts
Owned-Operated By: Lethbridge Broadcasting Co., Ltd.
Address.....Marquis Hotel Bldg., Fourth. Ave., South
Phone Number 3161
Transmitter Location .....Broxburn, Alberta
Time on the Air.....8 a.m.-11:30 p.m.,
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus; Lang-Worth
Representative.....All Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President .....W. Watson
Station Manager .....N. Botterill
Production Manager.....C. A. Perry
Sales Manager.....John L. Sayers
Chief Engineer.....John C. Stewart

CJMH*

MEDICINE HAT

Frequency: 1490 Kc.....Power: 100 Watts
Executive.....J. H. Yiull

*(Non-Commercial Stations)

BRITISH COLUMBIA

CHWK

CHILLIWACK—EST. 1927

DOMINION NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By....Chilliwack Broadcasting Co., Ltd.
Address..... 16 Wellington Ave.
Phone Number 6106
Transmitter Location.....16 Wellington Ave.
Time on the Air.....15¼ hours daily
Transcription Service.....United
Representative.....All-Canada Radio

Personnel

Owners.....C. Casey Wells, Jack Pilling
Comm. Manager.....Jack Pilling
Chief Engineer.....Frederick Jennings

CFJC

KAMLOOPS—EST. 1926

TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
Owned By.....Kamloops Sentinel, Ltd.
Operated By.....Kamloops Sentinel, Ltd.
Address.....310 St. Paul St.
Phone Numbers 1021; 1018
Transmitter Location.....North Kamloops
Time on the Air.....7 a.m. to 11:30 p.m.
Newspaper Affiliation..Kamloops Sentinel Ltd.
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President .....R. E. White

Station Manager.....Ian Clark
Chief Engineer.....Dave Sharp

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By....Okanagan Broadcasters, Ltd.
Business Address.....Box 1515
Phone Number.....Kelowna 200
Studio Address.....206 Mill Ave.
Transmitter Location..... Okanagan Mission, B. C.
Time on the Air: 6:45 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 11 p.m.
News Service.....CBC News; PN Press News
Transcription Service.....NBC Thesaurus; Lang-Worth
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

Managing Director .....J. W. B. Browne
Chief Engineer.....J. H. B. Browne
Asst. to Manager.....H. A. Lethbridge
Secretary.....Marion E. Lee

CKLN

NELSON—EST. 1939

CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....News Publishing Co., Ltd.
Business Address.....P. O. Box 250
Phone Number 19
Studio Address.....Radio Avenue
Transmitter Location.....Radio Avenue
Time on the Air.....7:30 a.m.-10.30 p.m.
Newspaper Affiliation.....Nelson Daily News
Transcription Service.....Standard Radio
Representative.....Stovin & Wright

Personnel

President.....F. F. Payne
Station Manager.....J. B. Stark
Sales Manager.....Joan Orr
Sales Promotion Manager.....Joan Orr
Program Director.....Jean Underwood
War Program Director.....Jean Underwood
Publicity Director..... .....Joan Orr
Chief Announcer.....Stewart Irving

CKNW

NEW WESTMINSTER—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....International Broadcasting Co., Ltd.
Business Address.....Hotel Windsor
Phone Number.....NW 3000
News Service ....BUP
Transcription Service.....World Broadcasting System
Representative .....Radio Representatives

Personnel

Chief Owner..... ...William Rea, Jr.
General Manager.....William Rea, Jr.
Commercial Manager.....David Armstrong
Program Director.....William Fox
Sales Promotion Manager.....Ferdy Baglo
Chief Engineer..... .....Ross McIntyre

CKPA

PORT ALBERNI—EST. 1944

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..... .....Neal Jordan

Personnel

Chief Owner.....Neal Jordan

CFPR

PRINCE RUPERT—EST. 1938

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc.....Power: 50 Watts
Owned By..Northwest Broadcast & Service Co.
Operated By....Canadian Broadcasting Corp.
Business Address.....336 Second Ave.
Phone Number 863
Studio Address.....336 Second Ave.
Transmitter Location.....336 Second Ave.
Time on the Air: 7:30 a.m.-2 p.m. and 4 p.m.-11 p.m. weekdays; 10 a.m.-10:30 p.m. Sun.
News Service.....BUP, PN
Transcription Service.....C. P. MacGregor
Representative .....Stovin & Wright

Personnel

Chief Owner.....Dr. A. Frigon
General Manager.....C. H. Insulander
Commercial Manager.....S. J. Anderson
Publicity Director.....Jean Wait
Chief Engineer.....C. H. Insulander

CJAT

TRAIL—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
Owned By.....Kootenay Broadcasting Company, Limited
Supervised By.....Taylor, Pearson & Carson, Ltd.
Address .....815 Victoria Street
Phone Number..... 737
Transmitter Location.....Warfield, B. C.
Time on the Air: 6:45 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.
News Service..... CBC
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co., (U.S.A.)

Personnel

President.....B. A. Stimmel
Commercial Manager.....N. A. Harrod
Station Manager.....Eric C. Aylen
Merchandising Manager.....Victor P. Gray
Chief Engineer.....Frank E. Fleming

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CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.
BRITISH COLUMBIA REGIONAL NETWORK

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Broadcasting Corp.
Address .....Hotel Vancouver
Phone Number .....MArine 6121
Transmitter Location.....Lulu Island, B. C.
Time on the Air.....7:30 a.m. to 12 Mid.
News Service.....Canadian Press; BUP
Representative.....Canadian Broadcasting Corp.
Regional Representative.....Ira Dilworth

Personnel

CBC Representative-Station Manager .....Ira Dilworth
CBC Commercial Representative.H. W. Paulson
Publicity Representative.....Pat Keatley
Director of School Broadcasts..Kenneth Caple
Chief News Editor.....Dick Elson
Regional Farm Commentator...Fergus Mutrie
Chief Engineer.....N. R. Olding
Chief Executive.....Dr. Augustin Frigon
Program Director.....Kenneth Caple

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CJOR

VANCOUVER—EST. 1926

CBC

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....CJOR, Ltd.
Business Address.....846 Howe St.
Phone Number.....MArine 6464
Transmitter Location.....Lulu Island, B. C.
Time on the Air:.....6:30 a.m. to 11:30 p.m.; Sundays, 9:00 a.m. to 11:00 p.m.
News Service.....CP, BUP
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative.....Young, Inc. (U.S.A.); H. Stovin & Wright (Canada)

Personnel

President.....G. C. Chandler
Asst. Station Manager.....G. C. Chandler
Commercial Manager.....Don Laws
War Program Director.....Margaret Jestley

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CKMO

VANCOUVER—EST. 1923

Frequency: 1410 Kc.....Power: 100 Watts
Owned & Operated By.....British Columbia Broadcasting System, Ltd.
Address .....812 Robson St.
Phone Number .....MArine 1271
Transmitter Location..... 500 Beatty St.
Time on the Air.....17 hours daily
News Service .....British United Press
Transcription Service.....C. P. MacGregor
Representative.....Radio Representatives, Ltd.; Howard H. Wilson Co.

Personnel

Chief Owner.....Mrs. R. J. Sprott
General Manager.....R. Wright

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CKWX

VANCOUVER—EST. 1921

MBS—DON LEE

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By Western Broadcasting, Co., Ltd.
Address .....543 Seymour Street
Phone Number.....MArine 3344
Transmitter Location.....Lulu Island, B. C.
Time on the Air.....6:30 a.m. to 11:30 p.m., week days; 8 a.m.-11:30 p.m., Sundays
News Service.....Press News & BUP
Transcription Service.....World Broadcasting System; Lang-Worth
Representative.....All-Canada Radio Facilities, Ltd. (Canada)

Personnel

President..... Arthur Holstead
Station Manager.....Frank H. Elphicke
Reg. Sales Mgr.....John Hunt
Director of News .....Sam G. Ross
Chief Engineer.....Gordon Fairweather

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CJVI

VICTORIA—EST. 1934

DOMINION-CBC (Secondary)

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By....Island Broadcasting Company, Ltd.
Address .....7th Floor, Central Building, 630 View Street
Phone Number.....Garden 2014
Transmitter Location.....Portage Inlet
Time on the Air.....7 a.m. to 11:00 p.m.
Newspaper Affiliation.....The Daily Colonist
News Service .....PN
Transcription Service.....NBC Thesaurus
Representative....All-Canada Radio Facilities, Limited (Canada); Weed & Co. (U.S.A.)

Personnel

Chief Owner.....H. R. Carson
General Manager.....M. V. Chesnut
Commercial Manager.....Lee Hallberg
Sales Promotion Manager.....Isabel Stewart
Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—EST. 1928

DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By ....Manitoba Telephone
Address .....8th Street & Princess Ave.
Phone Number 4532
Transmitter Location .....Brandon, Man.
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service.....NBC Thesaurus
News Service .....BUP
Representative.....Stovin & Wright

Personnel

President.....J. E. Lowry
Station Manager .....W. F. Seller
Sales Manager.....W. T. Grigg
Chief Engineer.....C. E. R. Collins

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CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Arctic Radio Corporation
Address.....75 Hill St.
Phone Number 290
Transmitter Location.....75 Hill St.
Time on the Air.....7 a.m. to 11:00 p.m., Mon.-Sat.; Sundays, 10:30 a.m.-10:30 p.m.
News Service .....Transradio
Transcription Service .....Lang-Worth
Representative.....H. N. Stovin (Canada); J. H. McGillvra (U.S.A.)

Personnel

Secretary-Treasurer.....S. J. Beaufoy
Station Manager.....G. B. Quinney
Chief Engineer.....R. J. Tate

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CKRC

WINNIPEG—EST. 1934

DOMINION NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By....Transcanada Communications, Limited
Business Address.....300 Carlton St.
Phone Number 92266
Transmitter Location .....Middlechurch,
Time on the Air.....17½ hours
Transcription Service.....World Broadcasting System; Lang-Worth; Standard

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WEED AND COMPANY

News Service.....CP, BUP
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President .....Victor Sifton
Station Manager .....Gerry Gaetz
Advertising Manager.....Waldo J. Holden
Sales Promotion Director....Beatrice Parenteau
Program Director.....J. D. Kemp
Chief Engineer .....A. W. Hooper

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CKY

WINNIPEG—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 990 Kc.....Power: 15000 Watts
Owned-Operated By.....Manitoba Telephone System
Address .....Telephone Bldg.
Phone Number.....92191
Transmitter Location.....St. Francis Xavier
Time on the Air.....7 a.m. to 12 Mid.
News Service.....British UP, CP
Transcription Service.....NBC Thesaurus Joseph Hershey McGillvra (U.S.A.)

Personnel

Station Manager .....William Backhouse
Commercial Manager.....A. Messner
Chief Engineer.....W. A. Duffield

NEW BRUNSWICK

CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....Restigouche Broadcasting Co., Ltd.
Address.....P. O. 840
Phone Number 8
Transmitter Location.....Maple Green, N. B.
Time on the Air.....7:55 a.m. to 11:15 p.m.; Sundays, 8:55 a.m. to 11:15 p.m.
News Service .....BUP
Transcription Service .....All-Canada
Representative: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director.....Dr. Charles H. Houde
Station Manager .....Stan Chapman
Chief Engineer.....L. P. Paquet

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CJEM

EDMUNDSTON—EST. 1945

Frequency: 1240 Kc.....Power: 250 Watts
Owned and Operated By.....Edmundston Radio, Ltd.
Address.....99 Canada Road
Phone 209
News Service .....PN

Personnel

General Manager.....J. D. Boudreau
Chief Engineer.....J. R. McGough

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CFNB

FREDERICTON—EST. 1923

CBC-BASIC

Frequency: 550 Kc.....Power 1000 Watts
Owned-Operated By.....James S. Neill & Sons, Ltd.
Address ..... Queen St.
Phone Number 209
Transmitter Location.....Lincoln, N. B.
Time on the Air.....7 a.m. to 12 midnight
News Service..... British UP
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....J. Stewart Neill
Chief Engineer.....E. S. Cassidy

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CKCW

MONCTON—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....The Moncton Broadcasting Company, Limited
Address .....Knights of Pythias Bldg.
Phone Number.....3388
Transmitter Location.....Harrisville, N. B.
Time on the Air.....7 a.m. to 12:15 p.m.
News Service.....British UP
Newspaper Affiliation .....Moncton Times
Transcription Service.....World Broadcasting System; United Transcribed Service; Lang-Worth
Representative....Stovin & Wright (Canada); Joseph McGillvra (U.S.A.)

Personnel

President.....J. L. Black
Chief Engineer.....J. A. White

CBA

SACKVILLE—EST. 1939

Frequency: 1070 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Address.....United Service Building., 100 Sackville St., Halifax, N. S.
Phone Number B6188
Transmitter Location.....Sackville, N. B.
Time on the Air.....8 a.m. to 12 midnight
News Service..... CBC
Transcription Service..... Langworth
Representative.....Canadian Broadcasting Corporation

Personnel

General Manager.....Dr. Augustin Frignon
Regional Engineer .....H. M. Smith

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CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1150 Kc..... Power: 5000 Watts
Owned-Operated By....New Brunswick Broadcasting Company, Limited
Address..... 14-16 Church Street
Phone Number.....3-2307
Transmitter Location.....Coldbrook, Saint John, N. B.
Time on the Air.....6:45 a.m. to 12 midnight; Sundays: 7:45 a.m. to 12 midnight
Newspaper Affiliation..The Telegraph-Journal & The Evening Times-Globe
News Service.....Press News, Limited
Transcription Service.....World Broadcasting System
Representative.....Stovin & Wright (Canada); Joseph Hershey McGillvra (U. S. A.)

Personnel

President.....H. P. Robinson
Station Manager.....L. W. Bewick
Commercial Manager.....George Cromwell
Chief Engineer.....J. G. Bishop

NOVA SCOTIA

CJFX

ANTIGONISH—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Broadcasters, Ltd.
Address: Broadcasting Bldg., Antigonish, N. S.
Phone Number 66
Transmitter Location.Post Rd., Antigonish, N. S.
Time on the Air.....7:45 a.m. to 12 midnight
News Service .....PN
Representative.....James L. Alexander

Personnel

General Manager.....J. Clyde Nunn
Sales Manager.....J. Clyde Nunn
Chief Engineer.....Gordon MacDougall

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CBH

HALIFAX—EST. 1944

TRANS-CANADA

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By...Canadian Broadcasting Corp.
Business Address.....United Service Bldg.
Phone Number 3-6188
News Service.....PN, BUP
Representatives.....Canadian Broadcasting Corp.

Personnel

Chief Owner.....Dr. Augustin Frigon
General Manager.....George Young
Chief Engineer.....L. A. Canning

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CHNS

HALIFAX—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....Maritime Broadcasting Company
Address .....10 Tobin Street (Broadcasting House)
Phone Number 3-8318
Transmitter Location....Bedford, Nova Scotia
Time on the Air.....7:30 a.m. to 12:15 a.m.
News Service.....CP; British UP
Transcription Service.....Langworth; NBC Thesaurus; World Broadcasting System
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director.....Major Wm. C. Borrett
Station Manager.....Gerald J. Redmond
Sales Manager.....Harry Stephen
Chief Engineer.....A. W. Greig

CJCH

HALIFAX—EST. 1944

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Chronicle Co. Ltd.
Business Address.....Lord Nelson Hotel
Phone Number.....3-7311
News Service .....PN
Transcription Service.....World Broadcasting System
Representative.....National Broadcast Sales, John Hershey McGillvra, Inc.

Personnel

Chief Owner.....Chronicle Co. Ltd.
General Managers.....Leslie Choyce, J. M. Humphreys
Chief Engineer.....A. MacWilliams

CJCB

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Eastern Broadcasters, Ltd.
Address ..... Radio Bldg.
Phone Number.....209-1412
Time on the Air.....8 a.m. to 12 midnight
News Service.....Canadian Press News
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Chief Owner, General Mgr.....N. Nathanson
Sales Manager.....M. Grant
Chief Engineer.....A. Vernon

CFAB

WINDSOR—EST. 1945

Frequency: 1450 Kc.....Power: 100 Watts
Owned and Operated By....Avard M. Bishop

CJLS

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1340 Kc.....Power: 100 Watts
Owned By .....Gateway Broadcasting Company
Operated By.....Laurie L. Smith
Address .....Radio Building, Main Street
Phone Number..... 500
Transmitter Location.....Radio Building
Time on the Air.....8 a.m. to 12 midnight
News Service .....PN
Representative...All-Canada Radio Facilities, Ltd., Weed & Co.

Personnel

President-Station Manager....Laurie L. Smith
Chief Engineer.....Donald L. Smith

ONTARIO

CKPC

BRANTFORD—EST. 1933

Frequency: 1380 Kc.....Power: 100 Watts
Operated By: Telephone City Broadcast, Ltd.
Address .....49-51 Colborne St.
Phone Number.....625
Transmitter Location.....Glebe Property
Time on the Air: 9 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
News Service .....British UP
Transcription Service .....World Broadcasting System; United Transcribed Service
Representative.....J. L. Alexander

Personnel

Owner-Manager .....Mrs. J. D. Buchanan
Sales Promotion Manager.....Jess Jaffray
Chief Engineer.....Alfred Teague

CFBR

CBC

BROCKVILLE—EST. 1925

Frequency: 1450 Kc.....Power: CP 250 Watts
Owned-Operated By.....J. C. Whitby
Business Address.....Revere House Bldg.
Phone Number 4628
Studio Address.....Revere House Bldg.
Transmitter Location.....No. 2 Highway
Time on the Air.....8:00 a.m. to 11:00 p.m.
Transcription Service.....Standard, United
Representatives.....H. N. Stovin Co., Ltd.; Joseph Hershey McGillvra, Inc.

Personnel

Owner-Station Manager.....J. C. Whitby
Sales Manager.....L. B. Cohan
Chief Engineer .....G. W. Andrews

CFCO

CHATHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc.....Power: 100 Watts
Owned-Operated By.....John Beardall
Business Address.....P. O. Box 275

Phone Number..... 2626
Studio Address.....William Pitt Hotel
Transmitter Location.....William Pitt Hotel
Time on the Air.....7:15 a.m. to 12:30 p.m.
News Service..... British UP

Personnel

Owner-Manager .....John Beardall
Chief Engineer .....Gordon Brooks

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CKSF

CORNWALL—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Standard-Freeholder, Ltd.
Business Address.....36 Pitt Street
Phone Number.....1700
News Service .....PN
Transcription Service .....World
Representative.....H. N. Stovin & Co.

Personnel

Chief Owner.....H. D. Wightman
General Manager.....H. Harrison Flint
Chief Engineer.....Mahlon Clark

•

CKFI

FORT FRANCES—EST. 1944

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....CKFI, Ltd.
Business Address.....240 Scott Street
Phone Number 200
News Service .....BUP
Representative .....All-Canada

Personnel

Chief Owner.....J. M. Reid
General Manager.....G. E. Tonkin
Chief Engineer.....T. Van Ness

•

CKPR

FORT WILLIAM—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By...Dougall Motor Car Co.
Address.....Radio Hall, South May St.
Phone Number.....South 315
Transmitter Location .....Memorial Ave., Port Arthur, Ont.
Time on the Air.....7:30 a.m. to 11 p.m.
News Service.....UP, Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative....Radio Representatives, Ltd., Stovin & Wright (Canada), Howard H. Wilson Co. (U.S.A.)

Personnel

President .....H. F. Dougall
Station Manager.....J. Basil Scully
Chief Engineer.....T. Ross

CHML

HAMILTON—EST. 1927

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By....Maple Leaf Radio Co., Ltd.
Business Address.....36 James St., South
Phone Number 7-1539
Studio Address.....Pigott Building
Transmitter Location.....Aldershot, Ont.
Time on the Air.....6:45 a.m. to 12:00 p.m.;
News Service.....Canadian Press; BUP; PN
Transcription Service.....Standard Radio; Associated Music Publishers; United Transcribed Service
Representatives....Joseph Hershey McGillvra, Inc.; H. N. Stovin

Personnel

Chief Owner.....Kenneth D. Soble
General Manager.....Claude Cain
Chief Engineer.....Bill Crawford

•

CKOC

HAMILTON—EST. 1922

Frequency: 1150 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Wentworth Radio Broadcasting Co.
Address .....King William & John Sts.
Phone Number..... 7-4484
Transmitter Location.....Queen Elizabeth Highway, Cherry Beach
Time on the Air.....6 a.m. to 12 Mid.
News Service.....British U. P.
Transcription Service.....World Broadcasting System; NBC Thesaurus; Lang-Worth
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....H. R. Carson
Station Manager.....W. T. Cranston
Commercial Manager.....W. M. Guild
Chief Engineer.....Leslie Horton

•

CJRL

KENORA—EST. 1939

CANADIAN BROADCASTING CORP.
ONTARIO REGIONAL

Frequency: 1220 Kc.....Power: 1000
Owned-Operated By....Kenora Broadcasting Co.
Address ..... Kenricia Hotel
Phone Number..... 717
Transmitter Location .....Jaffray Township
Time on the Air.....7:00 a.m. to 11:00 p.m.
News Service .....CP
Transcription Service.....United Transcription
Representative.....Stovin & Wright, J. H. McGillvra

Personnel

Station Manager .....Howard Clark
Sales Manager.....Howard G. Clark
Sales Promotion Manager.....Stephen Hurley
Chief Engineer.....Gordon T. Sands

•

CFRC

KINGSTON—EST. 1944

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Queen's University,
Business Address.....Queens University Fleming Hall (Non-Commercial Station)

•

CKWS

KINGSTON—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....Allied Broadcasting Corp., Ltd.
Address .....King St.
Phone Number 4405
Transmitter Location.....Wolfe Island
Time on the Air.....16½ hours
Newspaper Affiliation.....Kingston Whig-Standard
News Service.....News Press
Transcription Service.....NBC Thesaurus; United Transcribed Service; Lang-Worth
Representative...National Broadcasting Sales (Canada)

Personnel

President.....Senator W. R. Davies
Station Manager.....Jack M. Davidson
Sales Manager.....Harry M. Edgar
Chief Engineer.....George McCurdy

•

CJKL

KIRKLAND LAKE—EST. 1935

CANADIAN BROADCASTING CORP.

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Northern Broadcasting & Publishing, Ltd.
Address .....Govt. Road
Phone Numbers.....27; 281
Transmitter Location.....Dane, Ontario
Time on the Air.....7:00 a.m. to 12:00 p.m.
Newspaper Affiliation....Timmins Daily Press
News Service.....Press News
Transcription Service..United, NBC Thesaurus, Lang-Worth
Representative: Weed & Co., Nat'l B'cast. Sa'es

Personnel

President .....R. H. Thomson
Station Manager.....Clair Chambers
Chief Engineer .....Tom Watson

CKCR

KITCHENER-WATERLOO—EST. 1929

CBC (Alternate)

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kitchener & Waterloo Broadcasting Co.
Address .....Waterloo Trust Building
Phone Number.....Kitchener 2-1246
Transmitter Location.....2 miles outside of Kitchener
Time on the Air.....7 a.m. to 11 p.m.
News Service.....Canadian Press
Transcription Service.....United Transcribed Service
Representative.....Stovin & Wright

Personnel

Station Manager.....W. C. Mitchell
Commercial Manager.....G. Liddle
Chief Engineer..... Ion Hartman

•

CFPL

LONDON—EST. 1933—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By.....London Free Press Printing Co.
Address .....Richmond St.
Phone Number.....Metcalfe 5200
Transmitter Location...Westminster Township
Time on the Air.....7:45 a.m. to 11:30 p.m.; Sundays, 9 a.m. to 11:30 p.m.
Newspaper Affiliation ....London Free Press
News Service.....PN
Transcription Service.....NBC Thesaurus
Representative....Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

Chief Executive.....Wallis J. Blackburn
Station and Sales Manager....Philip H. Morris
Chief Engineer.....John Warden

•

CFCH

NORTH BAY—EST. 1931

CBC

Frequency: 600 Kc.....Power: 100 Watts
Owned-Operated By.....Northen Broadcasting & Publishing, Ltd.
Address .....37 Main St., East
Phone Number..... 2400
Transmitter Location.....37 Main St., East
Time on the Air.....7:45 a.m. to 11:30 p.m.
Newspaper Affiliation....Timmins Daily Press
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service; Lang-Worth
Representative...National Broadcasting Sales

Personnel

President .....R. H. Thomson
Station Manager.....Cliff Pickrem
Sales Manager.....Keith Packer
Sales Promotion Manager.....Cliff Wingrove
Program Director.....Phil Clayton
Chief Engineer.....Jack Barnaby

•

CBO

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Business Address.....Chateau Laurier Hotel; Victoria Bldg.
Phone Number 2-1151
Studio Address .....Chateau Laurier Hotel
Transmitter Location.....Hawthorne, Ontario
Time on the Air.....7:25 a.m. to 12:03 mid.
News Service .....CBC News
Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. Augustin Frigon
Station Manager.....Charles P. Wright
Chief Operator.....Max Gilbert

CKCO

OTTAWA—EST. 1924

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By .....Dr. G. M. Gelbert
Address.....272 Somerset St., West
Phone Number 2-3611
Time on the Air:8 a.m. to 11 p.m.; Sundays, 12 noon to 11 p.m.
News Service .....BUP
Transcription Service.....Associated Music Publishers; Lang-Worth
Representative.....Stovin & Wright (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

Manager.....G. M. Geldert
Chief Engineer.....W. D. McLellan

•

CFOS

OWEN SOUND—EST. 1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Grey & Bruce Broadcasting Co.
Address .....904 Second Ave., East
Phone Number..... 1940
Transmitter Location.....R. R. No. 4, Sydenham Township, Ont.
Time on the Air: 7:45 a.m. to 9:15 p.m.; Sundays, 8:45 a.m. to 9:45 p.m.
Newspaper Affiliation.....Owen Sound Daily Sun Times
News Service .....Canadian Press
Transcription Service.....World Broadcasting System
Representatives....Stovin & Wright (Canada); Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President.....Howard Fleming
Station Manager.....William N. Hawkins
Commercial Manager .....William Hawkins
Program Director.....Mrs. Muriel Ready
Chief Engineer .....William Vallins

•

CHPS

PARRY SOUND—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gordon E. Smith
Address .....47A James St.
Phone Number.....700
Transmitter Location.....MacDougall Township, Ont.
Time on the Air.....7:45 a.m. to 11:15 p.m.; Sundays, 9:15 a.m. to 10:15 p.m.
News Service .....CP
Representative.....Stovin & Wright

Personnel

President.....Gordon E. Smith
Station Manager.....Gordon E. Smith
Program Director.....Harold Vaughn
Chief Engineer.....Leslie A. Croutch

•

CHOV

PEMBROKE—EST. 1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ottawa Valley Broadcasting Co., Ltd.
Address .....197 Albert St.
Transmitter Location.....East of Pembroke
Time on the Air.....Weekdays, 7:30 a.m. to 11:15 p.m.; Sundays, 10:45 a.m. to 11:15 p.m.
News Service .....BUP
Transcription Service.....NBC Thesaurus
Representatives.....H. N. Stovin Co. (Canada); Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President .....D. A. Jones
Station Manager.....E. G. Archibald
Sales Manager.....E. G. Archibald
Sales Prom. Manager.....Allan J. Simpson
Program Director.....Isobel Graham
Production Manager.....J. Thomas Sarsfield
Musical Director.....Betty Tomlison
Chief Engineer.....S. L. Panke

•

CHEX

PETERSBOROUGH—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 1430 Kc.....Power: 1000 Watts
Owned By.....Peterborough Broadcasting Co.
Operated By.....Northern Broadcasting Management
Address.....115 Hunter St.
Phone Number 4641
Transmitter Location.....Keene Road
Time on the Air....6 a.m. to 11:15 p.m., daily; 10 a.m. to 11:15 p.m., Sunday
Newspaper Affiliation.....Peterborough Examiner
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service, Lang-Worth
Representative...National Broadcasting Sales (Canada); Weed & Co. (U.S.A.)

Personnel

President.....Sen. W. Rupert Davies
Vice-President.....Roy H. Thomson
Station Manager .....Hal E. Cooke
Sales Manager.....E. L. Jones
Sales Prom. Manager.....H. R. McLay
Program Director.....K. E. Monk
War Program Director.....Ken Campbe'l
Publicity Director.....George Bouck
Musical Director.....Helen Hallihan
Record MC.....Jesse French
Chief Engineer .....Bert Crump

•

CFPA

PORT ARTHUR—EST. 1944

DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Business Address.....Public Utilities Bldg.
Phone Number.....North 315
Transcription Service.....Standard
Representative.....National Broadcast Sales

Personnel

Chief Owner.....Ralph H. Parker
General Manager.....Ralph H. Parker

CJIC

S S MARIE—EST. 1934

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Hyland Broadcasting Co.
Address ..... Windsor Hotel
Phone Number 3500
Transmitter Location.....Korah Township
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service.....Press News
Transcription Service.....NBC Thesaurus; World
Representative.....J. L. Alexander

Personnel

General Manager.....J. G. Hyland
Sales Manager.....J. G. Hyland
Sales Prom. Manager.....V. Haft
Chief Engineer.....F. J. McDiarmid

•

CKTB

ST. CATHARINES—EST. 1933

Frequency: 1550 Kc.....Power: 5000 Watts
Owned-Operated By.....Niagara District Broadcasting Co., Ltd.
Address .....12 Yates Street
Phone Number..... 3900
Transmitter Location....Port Dalhousie, Ont.
Time on the Air.....15 hours daily
News Service.....BUP
Transcription Service.....United Transcribed Service
Representatives.....James L. Alexander; Joseph Hershey McGillvra, Inc.

Personnel

Chief Owner.....Capt. W. B. C. Burgoyne
General Manager.....Marion Hallett

•

CJCS

STRATFORD—EST. 1927

CBC—DOMINION NETWORK

Frequency: 1240 Kc.....Power: 100 Watts
Owned By.....Central Broadcasting Co.
Operated By.....Frank M. Squires
Address .....Windsor Hotel
Phone Numbers.....1675; 1676
Transmitter Location.....Windsor Hotel
Time on the Air.....7 a.m. to 10 p.m.
News Service..... British UP
Transcription Service.....United T. S.
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....F. M. Squires
Station-Commercial Manager....S. E. Tapley
Sales Promotion Manager.....G. Pomroy
Program-Musical Director....C. W. Trethewey
Chief Engineer.....George Hildebrand

BUREAU OF BROADCAST MEASUREMENT

for Potential Coverage

ELLIOTT-HAYNES PROGRAM SURVEYS

for Actual Listenership

They tell the Complete Story

●

CFRB

860 KC TORONTO

10.000 WATTS OF SELLING POWER!

REPRESENTATIVES

ADAM J. YOUNG JR., INCORPORATED

New York Chicago

ALL-CANADA RADIO FACILITIES LTD.

Montreal

CKSO

SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....W. E. Mason
Address .....21 Elgin St.
Phone Number 77-505
Transmitter Location.....Neelon Township
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation ....Sudbury Daily Star
News Service .....British UP
Transcription Service... World Broadcasting System; NBC Thesaurus
Toronto Office....611 Star Bldg., W. J. Woodill
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....W. E. Mason
General Manager.....Don McGill
Sales, Mdsg. Manager.....Don McGill
Chief Engineer.....J. McRae

•

CKGB

CBC

TIMMINS—EST. 1933

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By...Northern Broadcasting & Publishing, Ltd.
Address .....Thomson Bldg., (Cedar St.)
Phone Number 500
Transmitter Location.....Mattagami Heights, Mountjoy Township
Time on the Air...7:35 a.m. to 12:00 midnight; Sunday, 8:30 a.m. to 11:30 p.m.
Newspaper Affiliation..Timmins Daily Press; Val D'Or Star
News Service .....CP
Transcription Service.....NBC Thesaurus; Lang-Worth; U.T.S.
Representative.....National Broadcast Sales Weed & Co. (U.S.A.)

Personnel

President .....R. H. Thomson
Station Manager.....Harvey C. Freeman
Sales Manager.....Al Huggins
Program Director.....Martin Silburt
Traffic Manager.....Jean Macgregor
Chief Announcer.....Albert Aube

•

CBL

TORONTO—EST. 1927

CBC—TRANS-CANADA—NBC

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By...Canadian Broadcasting Corporation
Business Address .....805 Davenport Rd.
Phone Number .....Kenwood 9411
Studio Address.....805 Davenport Rd.
Transmitter Location.....Hornby, Ont.
Time on the Air.....7 a.m. to 12 mid.
News Service .....C.P., BUP
National Sales Office Address..55 York St., Toronto
Representative..... Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. A. Frigon
Regional Representative ....Dick Claringbull
Night Supervisor .....Walter Anderson
Commercial Manager.....E. A. Weir
Publicity Representative.....H. M. Ball
Chief Announcer .....Elwood Glover
Music Director .....J. M. Beaudet
Regional Engineer.....M. L. Poole
Production Manager.....S. C. Dixon
Chief Operator .....Howard Hilliard

•

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 860 Kc... ...Power: 10000 Watts
Owned-Operated By.....Rogers Radio Broadcasting Co., Limited
Address.....37 Bloor Street, West
Phone Numbers: Midway 3515-6-7; Midway 4643-4-5
Transmitter Location.....Aurora, Ontario
Time on the Air.....6 a.m. to 12:35 a.m.
News Service .....AP, UP
Transcription Service.....NBC Thesaurus; Lang-Worth; Associated

Personnel

President.....Harry Sedgwick
Station Manager.....E. L. Moore
Program Director.....Wes McKnight
Musical Director .....Wally Armour
Chief Engineer .....Jack Sharpe

(See Page 669)

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CHUM

TORONTO—EST. 1944

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....York Broadcasters Limited
Business Address.....21 Dundas Square
Phone Number.....Elgin 5018
News Service .....BUP
Representative.....Adam Young, Inc.; Radio Representatives

Personnel

Chief Owner.....R. T. Fulford
Gen. Mgr., Sales Mgr.....A. E. Leary
Sales Promotion Manager.....E. Miles
Chief Engineer.....Aurel Boisvert

CJBC

TORONTO—EST. 1936

DOMINION—BLUE NETWORK

Frequency: 1010 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Business Address..... 55 York St
Phone Numbers: Adelaide 5771 (business office); Kenwood 9411 (studio)
Studio Address.....805 Davenport Rd.
Transmitter Location.....Dixie, Ont.
Time on the Air.....7:45 a.m. to 11:33 p.m.
News Service.....BUP, CP
Transcription Service.....Lang-Worth
National Sales Office Address....55 York St., Toronto
Representative.....Canadian Broadcasting

Personnel

Commercial Manager-Supervisor of Press and Information.....E. A. Weir
Studio Press Representative..T. W. Deachman
Regional Engineer.....M. L. Poole
Chief Engineer.....Howard Hilliard
Chief Owner.....Dr. Augustin Frigon
General Manager.....S. W. Caldwell
Program Director.....S. W. Caldwell

CKEY

TORONTO—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Toronto Broadcasting Co., Limited
Address.....444 University Ave.
Phone Number.....WA 3881
Transmitter Location.....Scarboro, Ont.
Time on the Air.....24 hours daily
News Service.....British UP & PN
Transcription Service..World, Standard Radio & Lang-Worth
Representatives....National Broadcast Sales; (Montreal); Weed & Co. (U.S.A.)

Personnel

President, General Manager, Station Manager.....Jack K. Cooke
Sales Manager.....Dan Carr
Program Director, Production Manager.....Donald W. Insley
Publicity Director.....Donald Nairn
Musical Director.....Bruce Tremer

MORE PEOPLE ARE LISTENING TO CKEY THAN ANY OTHER TORONTO STATION during daytime hours.

5000 WATTS

Representatives:
NATIONAL BROADCAST SALES
Toronto — Montreal
WEED & COMPANY
New York — Chicago
dial 580

CKEY
TORONTO

There's a new station in TORONTO, CANADA

Be sure to get the dope on CHUM, Mr. Time-Buyer—and put "The Friendly Station" down on your schedules!

CHUM is a 1,000 Watt Community Station, offering you economical coverage of Canada's largest market.

CHUM
The Friendly Station
21 DUNDAS SQUARE, TORONTO CANADA

REPRESENTATIVES:
ADAM J. YOUNG JR. INC.—NEW YORK • CHICAGO
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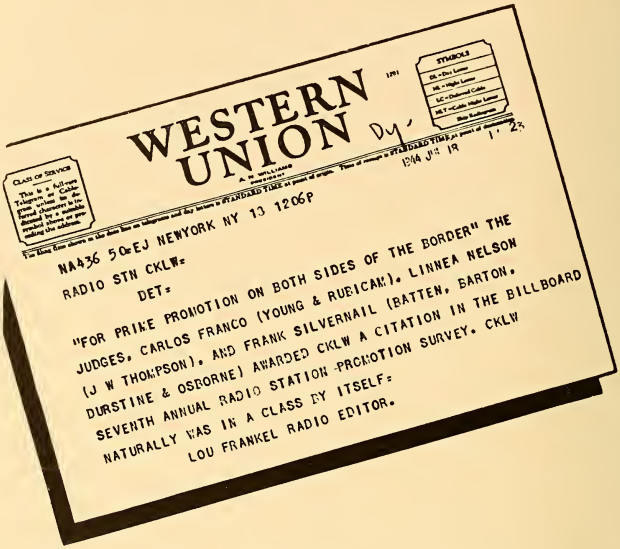
IN THE DETROIT AREA

PLAY the WINNER!



WESTERN UNION

NA436 50=EJ NEWYORK NY 13 1206P

RADIO STN CKLW=

DET=

"FOR PRIME PROMOTION ON BOTH SIDES OF THE BORDER" THE JUDGES, CARLOS FRANCO (YOUNG & RUBICAM), LINNEA NELSON (J W THOMPSON), AND FRANK SILVERNAIL (BATTEN, BARTON, DURSTINE & OSBORNE) AWARDED CKLW A CITATION IN THE BILLBOARD SEVENTH ANNUAL RADIO STATION PROMOTION SURVEY. CKLW NATURALLY WAS IN A CLASS BY ITSELF=

LOU FRANKEL RADIO EDITOR.

● The policy of constantly publicizing our station so as to benefit both the listener and the advertiser, pays off again and again. The Promotional Award is another symbol of our aggressiveness . . . further proof that for concentrated coverage of this market, CKLW is the buy!

Managing Director

CKLW

UNION GUARDIAN BLDG.
DETROIT 26

5,000 WATTS DAY and NIGHT

800 Kc. MUTUAL SYSTEM

Adam J. Young, Jr., Nat'l Rep.

CKLW

WINDSOR—EST. 1932

MUTUAL

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....Western Ontario Broadcasting Co.
Business Addresses:..Guaranty Trust Bldg., Windsor; Union Guardian Bldg., Detroit, Mich.
Phone Numbers: 4-1155 (Windsor) Cadillac 7200 (Detroit)
Studio Address.....Guaranty Trust Bldg.
Transmitter Location.....Sandwich, South, Essex County, Ontario
Time on the Air.....6 a.m. to 4 a.m.
News Service.....UP, PN, BUP
Transcription Service.....World Broadcasting System; United T. S.; NBC Thesaurus
Representative...H. N. Stovin & Co. (Canada); Adam J. Young, Inc. (U.S.A.)

Personnel

Chief Owner.....Malcolm G. Campbell
General Manager.....J. E. Campeau
Commercial Manager.....Richard E. Jones
Program Director.....John Gordon
Production Manager-Publicity Director .....Frank Burke
Sales Prom. Manager....Barbara MacFarland
Traffic Manager .....Margaret Pratt
Chief Engineer.....William J. Carter

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CKNX

WINGHAM—EST. 1926

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....W. T. Cruickshank and B. H. Bedford
Address .....Josephine St.
Phone Number 158
Transmitter Location..... Belgrave
Time on the Air.....7:30 a.m. to 11:00 p.m.
News Service .....BUP
Transcription Service .....Thesaurus
Representative.....J. L. Alexander

Personnel

Chief Owner-General Manager.....W. T. Cruickshank
Commercial Manager.....Frank Johnson
Program Director.....Frank Johnson
Sales Promotion Manager.....J. R. Brent
Chief Engineer.....Cliff Bowers

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—EST. 1924

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....Island Radio Broadcasting Co.
Address .....85 Kent St.
Phone Number 741
Transmitter Location...West Royalty, P. E. I.
Time on the Air.....7:30 a.m. to 12:15 a.m.
News Service....Canadian Press & British UP
Transcription Service.....Standard Radio; Lang-Worth, WBS
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....Lt. Col. K. S. Rogers
Program-Commercial Manager.L. A. McDonald
Chief Engineer.....Robert F. Large

CHGS

SUMMERSIDE—EST. 1925

CBC

Frequency: 1480 Kc.....Power: 100 Watts
Owned-Operated By .....R. T. Holman, Ltd.
Address ..... Water Street
Phone Number 133
Transmitter Location.....Summerside
Time on the Air: 7:30 to 8:30, 10 a.m. to 3 p.m., 4 p.m. to 9 p.m.
Transmitter Location .....Holman Building

Personnel

President .....H. T. Holman
Station Manager .....R. L. Mollison
Program Director-Chief Announcer .....Albert A. Nicholson
Chief Engineer.....Angus McKie

QUEBEC

CHAD

AMOS—EST. 1942

CANADIAN BROADCASTING CORP.
NORTHERN QUEBEC BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 100 Watts
Owned By.....Radio Rouyn Abitibi Ltee.
Business Address....Reilly Bldg., Rouyn, Que.
Studio, Transmitter.....Amos, P. Q.
Time on the Air.....16 hours daily
News Service .....Canadian Press

Personnel

President-Owner.....Hon. Hector Authier
Chief Executive.....Roland Beaudry
Station Manager.....Jean Legault
Program Director.....Bruno Cyr
Chief Announcer.....Bruno Cyr

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CBJ

CHICOUTIMI—EST. 1933

CBC

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Operated By..Canadian Broadcasting Corporation
Studio Address.....286A Racine St.
Phone Number 155
Transmitter Location.....4 Larouche Avenue
Time on the Air.....7:45 a.m. to 11:30 p.m.
Representative.....Regional Radio Sales

Personnel

Station Manager.....Vilmond Fortin
Chief Announcer.....L. Raymond
Chief Engineer .....J. E. Roberts

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CKCH

HULL—EST. 1932

CBC (AND PROVINCIAL)

Frequency: 1240 Kc.....Power; 250 Watts
Owned By.....CKCH Broadcasting Co.
Operated By.....Le Droit
Address .....85 Champlain Ave.
Phone Number 2-1701
Transmitter Location...R.R. No. 1, South Hull
Time on the Air.....7:50 a.m. to 11:00 p.m.; Sundays, 9 a.m to 11:00 p.m.
Newspaper Affiliation.....Le Droit (Ottawa)
News Service.....Canadian Press
Transcription Service .....Thesaurus
Representative.....Radio Representatives

Personnel

Station Manager.....Raymond Benoit
Sales Manager.....Raymond Benoit
Sales Promotion Manager.....J. E. Lalonde
Program Director.....Raymond Benoit
Musical Director.....Aurele Groulx
Publicity Director.....Raymond Benoit
Chief Engineer .....Max Gebhardt

•

CBF

MONTREAL—EST. 1936

CANADIAN BROADCASTING CORP.
BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 690 Kc.....Power: 50000 Watts
Owned-Operated By...Canadian Broadcasting Corporation
Address .....1231 Ste-Catherine, West
Phone Number .....MArquette 8021
Transmitter Location.....Vercheres, P. Q.
Time on the Air.....7:29 a.m. to 12:03 a.m. (mid.)
News Service.....British UP; Canadian Press
Representative .....Canadian Broadcasting Corp.
National Sales Office...55 York St., Toronto, Ont.

Personnel

General Manager.....Dr. Augustin Frigon
Station Manager-Program Director .....Jean Beaudet
Commercial Manager.....J. Arthur Dupont
Publicity Director.....Leopold Houle
Production Manager.....Paul Ledue
Chief Announcer.....Miville Couture
Musical Director .....J. J. Cagnier
Chief Technical Operator.....D. Roberts

•

CBM

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.
NATIONAL BROADCASTING CO.

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Address..... 1231 Ste. Catherine, West
Phone Number .....MArquette 8021
Transmitter Location.....Marieville, P. Q.
Time on the Air.....7:29 a.m. to 12:02 a.m. (mid.)
News Service....British UP; Canadian Press
Representative..... Canadian Broadcasting Corp.
Nat'l Sales Office..55 York St., Toronto, Ont.

Personnel

General Manager.....Dr. Augustin Frigon
Station Manager-Program Director .....Jean Beaudet
Commercial Manager.....J. Arthur Dupont
Publicity Director.....Leopold Houle
Chief Announcer.....Lamont Tilden
Musical Director .....J. J. Cagnier
Chief Technical Operator.....D. Roberts

CFCF

MONTREAL—EST. 1919

BLUE NETWORK—CBC

Frequency: 600 Kc.....Power: 500 Watts
Owned-Operated By .....Canadian Marconi Company
Address.....1231 St. Catherine St., West
Phone Number..... Plateau 2577
Transmitter Location.....Mount Royal Hotel, Peel St., Montreal
Time on the Air.....7 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.....British UP & C.P.
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....Reginald M. Brophy
Station Manager.....J. A. Shaw
Commercial Director.....P. E. Hiltz
Sales Promotion Director.....E. H. Smith
Program-Musical Director.....H. H. Hewetson
Chief Engineer.....A. E. Clapp

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CHLP

MONTREAL—EST. 1933

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....La Patrie Publishing Co., Ltd.
Operated By..... ...Radio Station CHLP
Address.....Sun Life Bldg., Dominion Square
Phone Number.....Plateau 5225
Transmitter Location.....St. Michel Rd., Ville St. Michel, P. Q.
Time on the Air.....8 a.m. to 11 p.m.
Newspaper Affiliation.....La Patrie
News Service .....British UP
Transcription Service.....Standard Radio
Representative: J. A. Alexander (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President.....Hon. Sen. P. R. DuTremblay
Station Manager.....Marcel Lefebvre
Program Director.....M. Lefebvre
Chief Engineer.....Alphonse Cloutier

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CKAC

MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM
PROVINCIAL NETWORK

Frequency: 730 Kc.....Power: 5000 Watts
Owned-Operated By.....La Compagnie De Publication de la Presse, Ltee.
Address.....980 St. Catherine Street, West
Phone Number .....MArquette 3611
Transmitter Location.....St. Hyacinthe, P. Q.
Time on the Air.....Sunday, 8 to 1:05 a.m.; Monday to Saturday, 7 to 1:05 a.m.
Newspaper Affiliation .....La Presse
News Service.....BUP, P.N.
Transcription Service.....Lang-Worth; United Transcribed System; World B.S.
Representative.....C. W. Wright (Toronto) Adam J. Young, Jr. (U.S.A.)

Personnel

President.....Hon. Sen. P. R. DuTremblay
Managing Director.....Phil Lalonde
Commercial Manager.....Louis Leprohon
Program-Musical Director...Paul-Emile Corbeil
Public Relations.....F. Biondi
Production Chief.....Bernard Goulet
Sales Promotion Manager.....Andre Daveluy
Chief Announcer.....Roy Malouin
Publicity-News-Traffic Director...Paul Gelinas
Chief Engineer .....Leonard Spencer

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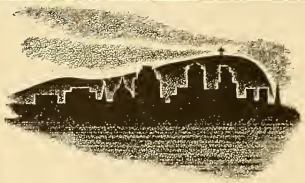
CHNC

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By....The Gaspesia Radio Broadcasting Co., Ltd.
Address .....Main St.
Phone Number 38
Transmitter Location..Sea Shore, New Carlisle



In Montreal

". . . a greater ratio of the population listens to radio more of the time than in any other community so far measured by recognized methods."—*Montreal Gazette.*

This statement by C. E. Hooper of C. E. Hooper, Inc., tells the story — In the province of Quebec for *whole family* coverage it's

CKAC MONTREAL Affiliated with CBS

Representatives: Canada—C. W. Wright, Victory Building, Toronto, Ontario. United States—Adam J. Young, Jr., Inc.

Time on the Air.....7:45 a.m. to 11 p.m.
Transcription Service..World's Program Service
Representative: All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President.....Dr. Charles Dumont
Station Manager.....Dr. Charles H. Houde
Sales Manager.....Viateur Bernard

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CBV

QUEBEC—EST. 1934

CBC

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broadcasting Corp.
Business Address.....140 Wellington St., Ottawa, Ont.
Phone Number 8155
Studio Address.....Chateau Frontenac Hotel
Transmitter Location.....Charlesbourg, P. Q.
Time on the Air.....8 a.m. to 11:30 p.m.
News Service....CBC Network News Service
Representative .....C. B. C.

Personnel

CBC President.....Rene Morin
General Manager.....Dr. J. S. Thomson
Station Manager.....Maurice Valiquette
CBC Publicity Director.....Leopold Houle
CBC Commercial Manager.....Arthur Dupont
Chief Engineer .....Charles Frenette

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CHRC

QUEBEC—EST. 1922

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....CHRC, Ltd.
Address .....11 Buade St.
Phone Number 2-8177
Transmitter Location.....St. Louis Rd., St. Foy, P. Q.
Time on the Air.....7:30 a.m. to 11:30 p.m.; Sundays, 11:30 a.m. to 12 midnight
Transcription Service.....Lang-Worth
Representative.....Adam J. Young, Jr., Inc.

Personnel

President .....Hervé Baribeau
Station Manager.....J. N. Thivierge
Secretary-Treasurer .....Henri Lepage
Sales Manager.....J. A. Hardy
Program Director.....A. Pelletier
Publicity Director.....Maurice Descarreaux
Chief Announcer.....Claude Aubin
Musical Director.....Ant. Mercier
Chief Engineer.....Arsene Nadeau

CKCV

QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....CKVC, Ltd.
Address .....142 St. John St.
Phone Number..... 2-1585
Transmitter Location.....254 Marguerite-Bourgeois Ave.
Time on the Air.....16 hours
Transcription Service.....World Broadcasting System
Representative ...Radio Representatives, Ltd.

Personnel

President.....H. Baribeau
Station Manager .....Paul Lepage
Publicity Director.....Leon Lachance
Chief Engineers.....Albert Duberger, Marcel Cote

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CJBR

RIMOUSKI—EST. 1937

CBC-QUEBEC REGIONAL NETWORK

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By....Central Public Service Corp., Ltd.
Address .....1 St. John St.
Phone Number..... 396
Transmitter Location.....Notre-Dame du Sacre Coeur
Time on the Air.....7:45 a.m. to 11:30 p.m.; Sundays, 8:45 a.m. to 11:30 p.m.
Newspaper Affiliation.....Le Progres du Golfe, L'Echo du Bas St. Laurent
News Service.....CBC and Laurentian News
Representative.....Stovin & Wright (Toronto), Joseph Hershey McGillvra (U.S.A.)

Personnel

President.....J. A. Brillant
Vice-Pres. and General Mgr....G. A. Lavoie
Chief Engineer.....F. C. Doak

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CKRN

ROUYN-NORANDA—EST. 1939

QUEBEC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....La Cie de Radiodiffusion Rouyn Noranda Ltee.
Operated By.....Northern Broadcasting & Publishing, Ltd.
Business Address.....Reilly Bldg.
Phone Number..... 1400
Studio Address ..... Reilly Bldg.
Transmitter Location.....Reilly Building
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service .....PN
Transcription Service.....NBC Thesaurus
Representative.....National Broadcast Sales

Personnel

President-Owner.....Hon. Hector Authier
Chief Executive.....Roland Beaudry
Commercial Manager.....Allan Rogerson
Program Director.....Bruno Cyr
Chief Engineer.....George H. Pope

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CHLT

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....La Tribune, Limitee
Business Address.....3 Marquette Street
Phone Numbers 2071; 2072
Studio Address .....3 Marquette St.
Transmitter Location.....East Sherbrooke
Time on the Air.....16 hours daily
Newspaper Affiliation .....La Tribune, Ltee.
Transcription Service.....NBC Thesaurus; United Transcribed System

Personnel

President.....Hon. Jacob Nicol
Manager.....A. Gauthier
Program Director.....Jeanne Tremblay
Sales Promotion-Production Manager....Jean L. Gauthier
Chief Announcer.....Yvon Blais
Chief Engineer.....R. Paquette
War Program Director.....Yvon Blais
Record MC.....Yvon Blais

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CJSO

SOREL—EST. 1944

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Henri Gendron & Arthur Prevost
Business Address.....72 du Roi St.
Representative.....Radio Representatives

Personnel

Chief Owners.....Arthur Prevost, Henri Gendron

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CHGB

SAINTE ANNE DE LA POCATIERE EST. 1938

QUEBEC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...G. Thomas Desjardinas
Address.....Ste. Anne de la Pocatiere, Co., Kamouraska, P. Q.
Phone Numbers: 20; 24
Transmitter Location.....East end of village
Time on the Air.....8:00 a.m. to 11:30 p.m.; Sundays, 12:00 to 11:30 p.m.
Newspaper Affiliation.....L'Action Catholique
Transcription Service .....World
Representative.....National Broadcast Sales

Personnel

Chief Owner.....G. T. Desjardinas
General Manager.....J. A. Dube
Sales Manager.....G. T. Desjardinas
Sales Promotion Manager.....Antoine Freue
Program Director.....Jacques Raymond
Publicity .....Alvien Dube
Chief Engineer .....L. M. Desjardius

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CHLN

TROIS-RIVIERES (THREE RIVERS)—EST. 1937

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Le Nouvelliste, Ltd.
Address.....Chateau de Blois Hotel
Phone Number.....4500
Transmitter Location.....Three Rivers, P. Q.
Time on the Air: 8 a.m. to 11 p.m.; Sunday, 12 noon to 11 p.m.
Newspaper Affiliation.....Le Nouvelliste
News Service.....Press News
Transcription Service.....World Broadcasting System; United Transcribed System
Representative....Radio Representatives, Ltd.

Personnel

Chief Executive.....Leon Trepanier
Sales Promotion Manager.....Yvon Marchand
Program-Musical Director.....Jean Laforest
Chief Engineer.....Leon Trepanier

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CKVD

VAL D'OR—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc.....Power: 100 Watts
Owned By.....La Voix d'Abitibi Cie, Ltd.
Operated By.....Northern Broadcasting & Publishing, Ltd.
Address .....Val D'Or
Phone Number..... 500
Studio Address.....Third Ave.
Transmitter Location.....Third Ave.
Time on the Air.....8 a.m. to 11:30 p.m.
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus
Representative....National Broadcasting Sales

Personnel

President-Owner.....Hon. Hector Authier
Chief Executive.....Roland Beaudry
Station Manager.....Jean Legault
Sales Manager.....Allan Rogerson
Program Director-Chief Announcer...Bruno Cyr
Chief Engineer.....Georges Pope

SASKATCHEWAN

CHAB

MOOSE JAW—EST. 1922

CBC

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....CHAB, Ltd.
Address.....Grant Hall Hotel
Phone Number 2634
Transmitter Location.....Boharm, Sask.
Time on the Air.....6 a.m. to 11:30 p.m.
News Service..... British UP
Transcription Service.....Lang-Worth & U.T.S.
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....A. E. Jacobson
Station Manager.....H. C. Buchanan
Commercial Manager.....G. G. Henderson
Sales Promotion Manager....Miss E. Bradley
Chief Engineer.....M. Pickford
* On Active Service.

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CKBI

PRINCE ALBERT—EST. 1934

CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Broadcasting System, Ltd.
Address .....Sanderson Building
Phone Number.....2621
Transmitter Location....7½ miles south of city on Highway No. 2
Time on the Air...6:00 a.m. to 12:00 midnight; Sundays, 8:00 a.m. to 11:30 p.m.
News Service .....British UP
Transcription Service.....Thesaurus
Representative...All-Canada Radio Facilities Weed & Co. (USA)

Personnel

Chief Executive.....L. E. Moffatt
Sales Manager.....G. M. Prest
Sales Promotion Manager.....Mary Davidson
Chief Engineer .....Tom Van Ness
Program Director.....George Kergan

•

CKCK

REGINA—EST. 1922

Frequency: 620 Kc.....Power: 5000 Watts
Owned By.....The Regina Leader-Post, Ltd.
Operated By.....All-Canada Radio Facilities, Ltd.
Address.....Leader Post Bldg.
Phone Number.....8525
Transmitter Location .....Pilot Butte
Time on the Air.....6:30 a.m. to 11:30 p.m.; Sunday, 8 a.m. to 11:30 p.m.
Newspaper Affiliation.....The Regina Leader-Post
News Service.....British UP; AP
Transcription Service.....NBC Thesaurus; Standard Radio
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Chief Executive.....J. F. Sweeney
Station Manager.....H. A. Crittenden
Commercial Manager.....R. J. Buss
Merchandising Manager .....J. McMurchy
Chief Engineer.....E. A. Strong
Record MC.....W. E. Coult
War Program Director.....H. Cook

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CKRM

REGINA—EST. 1926

CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By Transcanada Communications, Limited
Address.....Free Press Bldg.
Phone Number 7631-2
Transmitter Location....Victoria Plains, Sask.
Time on the Air.....6:30 a.m. to 11:30 p.m.
Newspaper Affiliation....The Regina Leader Post; Saskatchewan Farmer
News Service.....Press News
Transcription Service.....Lang-Worth & World L.S.
Representative..All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President .....Victor Sifton
Station Manager.....Wm. A. Speers
Commercial Manager.....Bruce M. Pirie
Program Director.....Fred E. Laight
Chief Engineer.....W. McDonald

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CFQC

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....A. A. Murphy & Sons, Limited

Address.....216 First Ave., North
Phone Numbers .....7282 and 5374
Time on the Air.....6:45 a.m. to 11:30 p.m.
News Service .....British UP
Transcription Service: NBC Thesaurus; Standard Radio; Langworth
Representative: Radio Representatives, Ltd. (Canada); Howard H. Wilson Co. (U.S.A.)

Personnel

President .....A. A. Murphy
Station-Commercial Manager.. Vernon Dallin

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CBK

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 540 Kc.....Power: 50000 Watts
Owned-Operated By..Canadian Broadcasting Corp.
Business Address....300 Manitoba Telephone Bldg., Winnipeg, Manitoba
Phone Number.....97261
Studio Address.....Telephone Bldg., Winnipeg, Manitoba
Transmitter Location.....Watrous, Sask.
Time on the Air....7 a.m. to 11:30 p.m.
News Service .....CP, BUP
Representative.....F. A. Weir, 55 York St., Tononto, Ont.

Personnel

Acting Gen. Manager...Dr. Augustin Frignon
CBC Commercial Manager (Toronto)....E. A. Weir
Chief Engineer.....R. L. Punshon

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CJGX

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.

DOMINION NETWORK

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Yorkton Broadcasting Co.
Address.....Broadway Ave.
Phone Number 324
Transmitter Location..... Yorkton
Time on the Air.....6:30 a.m. to 11:00 p.m.; Sunday, 8:00 a.m. to 10:15 p.m.
News Service .....BUP
Representatives....Stovin & Wright (Canada); Joseph Hershey McGillvra, Inc.

Personnel

Chief Executive.....Dawson Richardson
General Managers.....A. L. Garside, R. J. Priestly
Chief Engineer.....Art Mills

"CANADIAN BROADCASTER"

Meeting place for the Industry

and its Sponsors

keeps you posted on
Radio News and
Market Data
across Canada

$2 a year $5 for 3 years

371 BAY STREET
TORONTO 1, CANADA

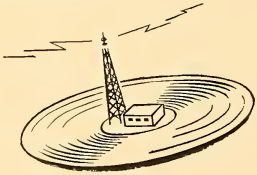
for Regional... Local... and National Advertisers

WITH LOCALIZED SELLING PLANS

NBC Radio-Recorded Shows

● When you consider the quality of talent . . . writing . . . and production behind each and every NBC Radio-Recorded show . . . you will quickly understand why they are in such demand by *regional* advertisers whose distribution precludes the use of networks . . . *local* advertisers who want network calibre programs at a modest cost . . . *national* advertisers who wish to put extra sales pressure in certain markets.

Among the outstanding shows produced and recorded by NBC . . . and now reaping excellent results in spot markets for many well-known advertisers . . . are those listed here.



The Weird Circle	78	30 min.	1-a-week
Come and Get It	78	15 min.	3-a-week
Destiny Trails	78	15 min.	3-a-week
Betty and Bob	390	15 min.	5-a-week
Modern Romances	156	15 min.	3-a-week
Stand by for Adventure	78	15 min.	2-a-week 1-a-week
Through The Sport Glass	52	15 min.	Optional
Time Out with Allen Prescott	26	15 min.	Optional
Time Out with Ted Steele and Grace Albert	26	15 min.	Optional
Carson Robison and his Buckaroos	117	15 min.	Optional
The Name You Will Remember	260	5 min.	3-a-week or more
Let's Take a Look in your Mirror with Stella Unger	156	5 min.	3-a-week
Getting the Most Out of Life Today with Dr. Wm. L. Stidger	117	5 min.	3-a-week
Five Minute Mysteries	66	5 min.	Optional
Happy the Humbug	39	15 min.	3-a-week

The number of programs in each series is as-of-press-time. Additional programs frequently added, so check with us

● For advertisers who want their own custom-built program . . . anything from a Station Break to a Musical Variety Show . . . NBC's complete staff and facilities are available to do the entire job . . . from script to finished pressing. For agencies with their own programing staffs, studio and technical facilities are available.

National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill. Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

☆ RADIO ☆ PRODUCTION

☆

Program Producers

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Transcription Companies

•

Libraries

•

Music Performing Rights Societies
Publisher Members

•

Just playing hours—

or Paying hours?

ASSOCIATED offers MOST Hours of the Best RADIO Music...program material that really pays off!

WHEN YOU COMPARE transcribed libraries, it's not just the big names that count...it's topnotch showmanship *all along the line.* That's how a library helps *you* sell—helps your *clients* sell!

Break down the number of playing hours into *paying* hours and you'll find ASSOCIATED ranks first! For ASSOCIATED gives you these powerful advantages:

1. You can offer advertisers *greater program value* than other local stations...more and bigger *proven attractions,* on ASSOCIATED'S incomparable, *vertically-cut* transcriptions.

2. With these features, you can hold big audiences *at low cost* against high-budget network competition.

Yes, there are a lot of good reasons why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. Today, write for the new ASSOCIATED BOOKLET. Plenty of worthwhile information—no obligation.

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music... *Represented by Loren Watson, 400 Madison Ave., N. Y. C.*

PROGRAM PRODUCERS

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. President Chas. A. Alicoate; Secreary-Treasurer, F. E. Miles. SERVICES OFFERED: Production of film programs, stock shot film library, cutting rooms, private projection theaters, and distribution of motion pictures for television stations.

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Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-0141-0142; President, James A. Miller; Secretary-Treasurer, George R. Smith; Secretary E. B. McCutcheon. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

•

Air Features, Inc.

247 Park Ave., New York. Phone, WIckersham 2-2700.

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Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-8132. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs ad writers.

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American Broadcasting Company

University Building, Seattle 1, Wash. Executive Producer, John Milton; Program Head, Lorrie Lyn; Accounts Manager, Lionel Lennox; Chief Engineer, E. J. Reilly. SERVICES OFFERED: Acoustical studios for rehearsal available to producers, recorders and producers of transcriptions; developers of radio programs—live and transcribed.

American Institute of Food Products

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-7146. President, Dr. Walter H. Eddy; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in food and kindred accounts. ("Food and Home Forum" participating program on WOR, New York). Also "For Women Only" participating program on WHN, New York City, featuring Frances T. Northcross.

•

American Royal Productions

7928 Michigan Ave., Oakland 3, Calif. Phone, Higate 5433. M. Scott Weakley, Manager; M. W. Mugan, Producer. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows, hi-fidelity domestic and international short-wave aircheck service.

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ASCAP Radio Program Service

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-7464. Director, Script Editor, Madlin Janney. SERVICES OFFERED: Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids. Script service is furnished free of charge to all ASCAP licensed stations.

•

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. President, Herman Younglieb; Secretary, Ann Barbinel. SERVICES OFFERED: Program production, script and transcription library.

MAKING TRANSCRIPTION HISTORY

"Pleasure Parade"

MOST BRILLIANT MUSICAL SHOW EVER PACKAGED, NOW READY FOR SPONSORSHIP

★IRVING MILLER'S ORCHESTRA

It's radio's grandest musical show! A galaxy of Stars supported by the brilliant arrangements of Irving Miller and his great recording orchestra, emceed by Jimmy Wallington. 78 thrilling quarter hours transcribed and now available for local and regional sponsorship.

★KAY LORRAINE

★BOB KENNEDY

★JIMMY WALLINGTON

★THE MODERNAIRES AND PAULA KELLY

FREDERIC W. ZIV COMPANY

2436 READING ROAD • CINCINNATI, OHIO

NEW YORK • HOLLYWOOD

F. D. Anderson

Suite 319-22 Paul Brown Bldg., St. Louis, Mo. Phone, Garfield 1055. Manager, F. D. Anderson. SERVICES OFFERED: Program and spot announcement production on local participating programs.

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Arts Recording Studios

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

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Associated Program Service

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President C. M. Finney; Vice President-Treasurer, John R. Andrus. SERVICES OFFERED: Transcriptions, library, production, scripts, recording processing and pressing both vertical and lateral (Muzak). Represented by Loren Wason, 400 Madison Ave., N. Y. C.

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Associated Radio-Television Productions

11 West 42nd Street, New York 18, New York. Phone, LOngacre 5-3710; President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

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Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, F. Maxwell; Sales Director, H. Rittenberg; Program Director, S. Vineberg; Script Director, B. Stewart; Talent Director, Miss Fitzgerald; French Director, J. O. Denis; French Scripts, R. Cabanna; Syndicated Transcription Dept., R. O. Stevenson; Recording Department, J. Feldman. BRANCH OFFICE: 45 Richmond St. W., Toronto, Can. Phone, Adelaide 3248. Manager, K. H. Gregory. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

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Associated Releases

P. O. Box 1213, Hollywood, Calif. Phone, HIllside 0101. Producer, and General Manager, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George Herdan. BRANCH OFFICE: 200 Fifth Ave., New York, N. Y. Phone, GRamercy 5-5252. Manager, Meyer C. Solomon. SERVICES OFFERED: Package shows, spot announcement production; custom-built transcriptions, scripts.

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Ann Barbinel

54 Riverside Drive, New York, N. Y. Phone, ENdicott 2-4351. SERVICES OFFERED: Creation and production of live-talent and transcribed women's, children's and general programs, casting, custom-built package shows.

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Basch Radio Productions

17 East 45th St., New York, N. Y. Phone, MUrray Hill 2-8877. Sales Manager, Charles J. Basch, Jr.; Television Director, Jay Strong. BRANCH OFFICES: 326 Buckley Bldg., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley; 507 Statler Bldg., Boston, Mass. Phone, Hubbard 5225. Robert C. Foster; 226 N. La Salle St., Chicago, Ill. Phone, State 5096. Fred R. Jones. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television programs, live and film.

•

Batchelor Enterprises, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 6-4224. President, Walter Batchelor; Secretary-Treasurer, Philip E. Anolick. SERVICES OFFERED: Program production.

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Baudry-Harwood Radio Productions

1318 Sherbrooke St., East, Montreal, Que., Canada. Phone Falkiak 2465. Partners, Mrs. Edouard Baudry, Lt., R. W.

The Sign of Transcribed Programs That SELL!

Here are PROVEN programs, successful for many and diversified types of business. Among them are programs which you may use as successfully as others are doing, throughout the United States, Canada, and New Zealand.

SYNDICATED SHOWS NOW AVAILABLE

"THE VAGABOND ADVENTURER" ..... **39 ¼-hour shows**
Starring Tom Terriss, Internationally Known Adventurer

"REAL ROMANCES" ..... **52 ¼-hour shows**
Dramatization of Stories in Real Romances Magazine

"AMERICA TO VICTORY" ..... **13 ¼-hour shows**
Stories of American Heroes of World War II

"SONGS OF CHEER AND COMFORT" ..... **52 ¼-hour shows**
Starring Richard Maxwell (Gospel Songs and Philosophy)

"DAN DUNN, SECRET OPERATIVE No. 48" .... **78 ¼-hour shows**
Based on famous newspaper strip, Juvenile Series

"STAND BY, AMERICA" ..... **225 5-min. shows**
How America met similar problems of today, in bygone years

"JERRY & SKY," The Melody Men ..... **208 5-min. shows**
Real Tennessee Hillbillies

"IMPERIAL LEADER" ..... **52 ¼-hour shows**
Dramatized Life Story of Winston Churchill

"HISTORY IN THE MAKING" ..... **26 ¼-hour shows**
Outstanding Events of World War II

"FUN WITH MUSIC" ..... **26 ¼-hour shows**
Starring Sigmund Spaeth, Tune Detective

"FAMOUS MOTHERS" ..... **78 5-min. shows**
Starring Jane Dillon. All parts enacted by Miss Dillon

"ONE I'LL NEVER FORGET" ..... **138 5-min. shows**
Starring Jack Stevens, Unusual Sport Stories

"TWILIGHT TALES" ..... **52 ¼-hour shows**
Starring Elinor Gene, Fairy Stories for Kiddies

"UNCLE JIMMY" ..... **156 ¼-hour shows**
Starring William Farnum. Daytime Serial

"UNSOLVED MYSTERIES" ..... **39 ¼-hour shows**
The Strangest Incidents of All Time

"TALES OF TREASURE" ..... **39 ¼-hour shows**
True Stories of the Most Famous Pirates

"FURS ON PARADE" ..... **26 15-minute shows**
The Most Comprehensive Fur Program Ever Produced

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140 Boylston Street, Boston 16, Massachusetts
One of The Country's Largest Program Producers

Harwood; Radio Director, Rolland Bedard; Script Writers, René O. Boivin, E. P. Morin. SERVICES OFFERED: Scripts, program production, translations, scripts, recordings.

•

Marcel Baulu—Laboratoire De Redaction

1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Owner, Marcel Baulu; Translator - Secretary, Madeleine Painchaud. SERVICES OFFERED: Program production, scripts, announcing and master of ceremony services.

•

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, R. Castle Brown; SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

•

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Owner and Director, John Stamford; Assistant Director, Bryce Talbot; Secy.-Treas., Loretta Clusman. SERVICES OFFERED: Program building, time buying, dramatic production, transcription building, directing and recording, continuity-writing, spot-writing and placement.

•

Broadcasters Mutual Transcription Service, Inc.

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary-Treasurer, C. E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

•

Walter Biddick Co.

1151 S. Broadway, Los Angeles 15, Cal. Phone, Richmond 6184. Manager, L. Hill. SERVICES OFFERED: Transcriptions, production.

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hollywood 3981. General Manager, G. C. Bird. SALES REPRESENTATIVE: Charles Michaelson, 67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. SERVICES OFFERED: Transcribed programs for syndication.

•

Fritz Blocki Productions

420 Madison Ave., New York, N. Y. Phone, PLaza 9-6180. SERVICES OFFERED: Production, scripts, direction, complete package shows.

•

Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VAnderbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, musical jingles.

•

Bost Records Co.

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. Owner, R. Steiner; Business Manager, H. H. Borchardt; Secretary-Treasurer, Julia Pontell. SERVICES OFFERED: Transcriptions, phonograph records, studio facilities: AM, FM and television "off the air" recordings, production and recording of transcribed programs, spot announcements, audition records and pressings.

•

Richard Bradley & Associates

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3549. President, Richard Bradley; Vice-President, Ronald R. Mills. SERVICES OFFERED: Program production, air-checks, script service, studios, film projection service, transcribed productions.

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Brandt Production Service

2063 E. 23rd St., Brooklyn, N. Y. Phone, SHeepshead 3-3075. Associates, Ruth and Mae Brandt. SERVICES OFFERED: Program production, scripts, radio commercials, musical jingles, television scripts.

•

Broadcasting Program Service

45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen. SERVICES OFFERED:

5 STELLAR PRODUCTIONS

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TRANSCRIBED
The popular appeal of music that touches the hearts of millions!

HILL-BILLY & SWING!
Vocal and instrumental! The quintet that made radio history!

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So the Story Goes

TRANSCRIBED
Eerie tales of weird suspense to chill the fans of horror!

TRANSCRIBED
Dynamic tales of fate's caprice that changed the destiny of man!

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Tales of Treasure

LIVE
Guest Star show with brand new twist! Combines features of proved, popular appeal!

LIVE
Romantic legends of fabulous gems richly set against background of exquisite music and poetry!

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Transcribed programs, sound effects library, script service, foreign language programs (Spanish and Portugese).

•

Chamberlain Brown

145 West 45th St., New York, N. Y. Phone, BRyant 9-8480. SERVICES OFFERED: Program production, talent.

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Carl Byoir & Associates

10 East 40th St., New York, N. Y. Phone, AShland 4-3466. Radio Director. Helene Jamieson Jordan; Assistant Radio Director, Carol Jones. BRANCH OFFICES: 829 National Press Bldg., Washington, D. C. Phone National 8945. Executive-in-Charge, William Wright; 310 South Michigan Ave., Chicago, Ill. Phone, Harrison 2022. Executive-In-Charge, George Dye. SERVICES OFFERED: Special events, newscast material, transcribed service, scripts.

•

The Caples Company

535 Fifth Avenue, N. Y. 17, N. Y. Phone, LExington 2-0850. Maxine Keith, Director of Radio and Television. BRANCH OFFICES: 225 East Erie St., Chicago, Ill., Phone, Superior 6016, R. N. Hartsing, Vice-President, 1504 Dodge St., Omaha, Nebraska, Phone, Jackson 1107, L. M. Branch, Vice-President, 412 West 6th St., Los Angeles, California, Phone, Mutual 4145, Arthur Caron, Manager. SERVICES OFFERED: Complete radio and television services and staff. Programs for both media prepared and executed.

•

The Bruce Chapman Co.

145 West 41st St., New York 18, N. Y. Phone, WIsconsin 7-9244. President, Bruce Chapman; Program Director, Dan Morley; Production Manager, Cecil Secrest; Director of Research, Quentin Gulliver. REPRESENTATIVES: Albert Mitchell, 424 Oakdale Ave., Chicago 14, Ill. Phone, Wellington 7746. Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800. SERVICES OFFERED: Program production, commercial scripts, package shows.

•

Mary D. Chase

875 Fifth Ave., New York, N. Y. Phone, REgent 7-1120. SERVICES OFFERED: Package shows, program production.

Leslie Clucas

333 North Michigan Ave., Chicago, Ill. Phone, Franklin 7100. BRANCH OFFICE: 6331 Hollywood Blvd., Hollywood 28, Calif., Leslie Clucas, Owner. SERVICES OFFERED: Program production of package shows.

•

Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, CIrcle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

•

Russell C. Comer Radio Productions

15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp; Secretary, Mrs. Russell C. Comer. SERVICES OFFERED: Production of syndicated programs and serials.

•

The Jack L. Cooper Radio Advertising Service

1335 West 111th Place, Chicago, Ill. Phone, Beverly 2056. Managing Director, Jack L. Cooper; Secretary-Musical Director, Gertrude R. Cooper. BRANCH OFFICE: 14 N. Western Ave., Chicago 12, Ill. Phone, Seeley 8066. Jack L. Cooper, Executive-in-Charge.

•

Louis G. Cowan & Co.

8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. President-Owner, Louis G. Cowan; Business Manager, Frederick A. Asher; Manager, John Lewellen; Research Director, Eliza Merrill Hickock; Publicity Director, George Hixon. SERVICES OFFERED: Program production and publicity.

•

Cruger Radio Productions

5800 Carlton Way, Hollywood 28, Calif. Phone, HEmpstead 8254. General Manager, Paul Cruger; Art Director, Elmer Davis; Musical Director, Darrel Calker; Production and Talent, John Carrington; Script Editor, Charlie Paul; Writers, Walter Jensen, Al Hill, Jr. BRANCH OFFICE: 25 West 70th St., N. Y. 23, N. Y. Executive-in-Charge, Emil Zubryn.

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NOW AVAILABLE . . . Newly transcribed "Star Studded" programs produced in Hollywood by Radio's Finest Actors, Writers, Musicians and Directors.

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A personal request on your stationery will bring a sample transcription at no cost to you.

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FLANAGRAMS . . . A 15 minute, 3 times-a-week dramatized sports feature. Pat Flanagan, the "Dean of American Sports Commentators," recalls the "Greats of Sports" in memorable programs of intense human interest. Background music is by Milton Charles, nationally known organist.

MR. FIXIT . . . A most unusual ½ hour comedy detective show. Completely different from "the formula" now so hackneyed, MR. FIXIT combines comedy with unique, down-to-earth characterizations in amazingly actual situations and thrilling plots. Each story is complete with suspicion and intrigue.

THE EDWARDS . . . A 15 minute, 5-times-a-week daytime strip. A tested radio program which garnered a phenomenal rating of over 20. THE EDWARDS is based upon the human and lovable characters who are continually confronted with believable and absorbing problems.

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CHICAGO OFFICE • 430 N. MICHIGAN AVENUE • TELEPHONE SUP. 3933

Patrick Michael Cunning Productions

(Stage 8 of Hollywood & San Francisco) 6530 Sunset Boulevard, Hollywood, Calif. Phone, HIllside 5915. In-Charge-of-Production, Patrick M. Cunning; Assistant to Producer, Marcia Drake; In Charge of Production, Armand Piaggi; Ass't on Production, Georgia O'Davoren. SAN FRANCISCO OFFICE: Mark Hopkins Hotel; Executive-in-Charge, Armand Piaggi. SERVICES OFFERED: Production of television motion pictures and radio and television program, transcriptions.

•

Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. Owner, Victor Damon; General Manager, B. J. Humphries. SERVICES OFFERED: Studio and portable transcribing, re-recordings and vinylite pressings, program and announcement production, sound amplification equipment leased.

•

Alfred Dixon Speech Systems, Inc.

424 Madison Ave., New York, N. Y. Phone, PLaza 8-1246. President, Alfred Dixon; Secretary - Treasurer, Rowena Stevens; Public Relations, Muriel Fraser. SERVICES OFFERED: Speech correction, educational radio features.

•

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. General Manager, Walter P. Downs; Purchasing, R. F. Brown; Manager, Marion Hould. BRANCH OFFICES: 123 Braemar Ave., Toronto, Ont., Canada. Phone, HUdson 0333. Manager, E. J. Piggott; 3035 Granville St., Vancouver, B. C., Canada. Phone, BAyview 0732. Manager, N. McLeod. Ste. 2 Stuart Court, Fawcett Ave., Winnipeg, Man., Canada. Phone, 48422. Manager, B. L. McGibbon. SERVICES OFFERED: Custom-built transcriptions, production, recording, direct wire service for auditions.

•

Harry S. Dube

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone Webster 7795. Manager, Carle A. Christensen; Sales Manager, John Kumler. SERVICES OFFERED: Recording, scripts, talent, program production, sound-slide.

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Commercial Broadcasting Services, Ltd.

Concourse Bldg., Toronto, Ont., Canada. Phone, Elgin 2625. President, E. A. Byworth; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program & Script Department, S. K. Smith. SERVICES OFFERED: Live talent productions, syndicate transcriptions, custom recordings, time placements.

•

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Rex Weyman. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

•

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production.

•

East Texas State Teachers College

Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. SERVICES OFFERED: Recordings and scripts for educational purposes.

•

Mildred Fenton

38 East 57th Street, New York 22, N. Y. Phone, PLaza 5-0230.

•

Harry E. Foster Agencies Limited

King Edward Hotel, Toronto, Canada. Telephone, ELgin 2134. SERVICES OFFERED: Program production, live or transcribed shows, dramatized spot announcements, scripts, completely equipped recording studios.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Production Manager, Robert Haviland. BRANCH OFFICE: 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. Manager, Donald C. Jones. SERVICES OFFERED: Custom-built transcriptions. production, script, recording talent, off-the-wire and off-the-air recordings.

•

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. President, C. R. Douglass; Vice-President, C. R. Alford; Secretary-Treasurer, Alva E. Alford; Comptroller, J. Nichols. SERVICES OFFERED: Transcriptions, air-checks, program production, transcription library.

•

B. Ellis Associates Radio Productions

11 East 44th St., New York 17, N. Y. Phone, MUrray Hill 2-7862. Director, Bruce Ellis; Production Director, Harold H. Joseph; Program Director, John H. O'Rourke; Script Editor, Esther MacBain. SERVICES OFFERED: Custom-built programs, syndicated recorded programs, package shows, script service, commercial copywriting, program consultants.

•

W. M. Ellsworth

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

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Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Helen D. Kelleher; Vice-President, Fred de Jaager; Secretary, Arthur Lubo. SERVICES OFFERED: Transcription and production of transcribed shows.

•

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, George W. Halnan. SERVICES OFFERED: Syndicate transcriptions, library service, custom recording and production.

Fadiman Associates, Ltd.

1501 Broadway, New York, N. Y. Phone, LAckawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

•

Fanchon & Marco

1501 Broadway, New York, N. Y. Phone, CHickering 4-3956. Radio Director, Charles E. Toffler. SERVICES OFFERED: Production, talent.

•

Film Associates Co.

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. Owner, E. Ray Arn, Jr.; Sound Engineer, R. D. Higgs; Director, J. Swank. SERVICES OFFERED: Transcriptions, off-the-air checks, slide film recordings. Producers of industrial motion pictures.

•

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Manager, M. L. Sanderson. SERVICES OFFERED: Dramatizations, electrical recordings, complete production, radio shows.

•

Frederick Bros. Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 6-2144. President, L. A. Frederick; Vice-President, W. Carl Snyder; Vice-President, Charles V. Yates; Secretary and Treasurer, B. W. Frederick; Radio Director of New York office, Addison Smith; Manager of Radio Department of Hollywood office, Bill Peck. BRANCH OFFICES: 75 East Wacker Drive, Chicago, Ill. State 0003. Vice-President, W. Carl Snyder. 8584 Sunset Blvd., Hollywood, Cal. Crestview 1-6244. President, L. A. Frederick. SERVICES OFFERED: Package shows (live and transcribed), scripts, production, talent. Also complete spot announcement services.

•

Frontenac Broadcasting Co.

394 Bay St., Toronto, Ont. Phone, Elgin 4553. President, A. E. Carter; Vice-President, G. J. Carter; Sales Manager, A. R. Robertson. REPRESENTATIVE: Harry S. Goodman, 19 East 53rd St., New York, N. Y. SERVICES OFFERED: Program production, sales of air time, transcriptions.

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York, N. Y. Phone, MUrray Hill 4-6148. President, Allen A. Funt (on leave with U. S. armed forces); Vice-President, Dorothy Funt. SERVICES OFFERED: Syndicated programs, program production.

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Gale Associates

48 West 48th St., New York, N. Y. Phone number LOngacre 3-0350. President, Moe Gale. SERVICES OFFERED: Producers of package radio shows and live talent.

•

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7550. Vice-President-in-Charge-of-Radio, Douglas F. Storer. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Executive-in-Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone State 6288. Executive-in-Charge, Art Weems; 1533 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Executive-in-Charge, Art Frew. SERVICES OFFERED: Program production, package shows, artists' representative.

•

William Gernannt

521 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-1750. SERVICES OFFERED: Packaged shows, production.

•

John Gibbs & Co.

9 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 5-6402. Owner, John Gibbs. SERVICES OFFERED: Program production, scripts, talent representative.

•

Arthur M. Godfrey Productions

808 Earle Bldg., Washington 4, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Arthur Godfrey Package.

•

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WI. 2-3338. General Manager,

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TEXACO STAR THEATRE

DREW PEARSON'S "WASHINGTON MERRY-GO-ROUND"

A. L. ALEXANDER'S MEDIATION BOARD

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"KNOW A COMPANY BY THE PROGRAMS IT KEEPS"

Harry S. Goodman; Program Director, Maurice Barrett; Production Manager, Gene Flanagan. BRANCH OFFICES: American National Bank Bldg., Chicago, Ill.; 206 S. Spring St., Los Angeles, Calif. SERVICES OFFERED: Custom-built radio programs; syndicated transcriptions; spot announcement production, television department added.

•

Melchor Guzman Co., Inc.

9 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 7-2450. Vice-President-in-Charge, A. M. Martinez.

•

Leland Hayward, Inc.

444 Madison Ave., New York, N. Y. Phone, ELdorado 5-4100. Radio Director. Lawrence White. BRANCH OFFICE: Hayward-Deverich, Inc., 9200 Wilshire Blvd., Beverly Hills, Calif. Phone, Crestview 1-5151. Radio, Douglas Whitney, Joe Donahue. SERVICES OFFERED: Program production.

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Gene Romer: Musical Director, Al Marsico. SERVICES OFFERED: Program production, continuity, recording, transcriptions transcribed spot announcement production, air checks, slide film recordings.

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Gordon Broadcasting & Publishing Co.

355 S. Broadway, Los Angeles, Calif. Phone, Ma. 8620. Producer, Edgar Gordon. SERVICES OFFERED: Program production, English, Spanish, Hungarian and German language.

•

Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, CAlumet 6700-1370. Owner-Manager, Lilla Gordoni: Musical Director, Grace Ingraham; Voice Coach, Rita Mudra, Radio and Television; Dramatic Coach, Marguerite Clark. REPRESENTATIVE: Juliet Heath, 201 West 49th St., New York, N. Y.

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in all its phases

EDWARD WOLF
General Manager

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Jean V. Grombach, Inc.

(Business suspended for the duration of the war).

•

Hispano Broadcasting Co.

105 E. 1st Street, Los Angeles 12, Calif. Phone, Mi 4433. President-General Manager, Tony Sein; Vice-President-Secretary, Robert Jordan; Musical Director, Fortuno Tinoco; Script Department, Beatriz Gurrola; Technical Department, J. I. Medina. SERVICES OFFERED: Spanish program production or participation.

•

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. Owner and Space Buyer, William F. Holland; Office Manager, D. E. Holland; Merchandising, Clyde Hague; Program Director, Jim Parsons; Production, Jean Clark; Statistician, Mack Fevria; Art Director, Dale Maxey; Recording Engineer, William Nunniker.

Hummert Radio Features

247 Park Ave., New York, New York. Phone, WIckersham 2-2700. Partners: Frank & Anne Hummert. BRANCH OFFICE: 289 Greenwich Ave., Greenwich, Conn. Phone, Greenwich 4620. General Manager, Charles Leib. SERVICES OFFERED: Creators and producers of network radio productions.

•

Hollywood Transcriptions

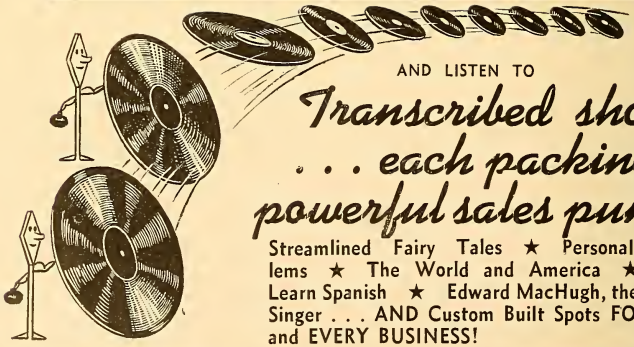
4918 Santa Monica Blvd., Los Angeles 27, Calif. Phone, Normandie 2-3889. Partnership: J. Elmer Keefer and Robert E. Morris. SERVICES OFFERED: Transcribed programs and producing.

•

Inter-California Broadcasting System

247 Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Manager, Gustavo Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Margaret Lamar. SERVICES OFFERED: Production of Spanish Language Programs.

let's look at the records....



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Transcribed shows . . . each packing a powerful sales punch!

Streamlined Fairy Tales ★ Personal Problems ★ The World and America ★ Let's Learn Spanish ★ Edward MacHugh, the Gospel Singer . . . AND Custom Built Spots FOR ANY and EVERY BUSINESS!

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49 West 45th St., New York, N. Y. Phone, VAnderbilt 6-3860. SERVICES OFFERED: Program production.

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Office Manager, Robert W. Graham; Production, Recording, Warren Saunders. SERVICES OFFERED: Custom built live talent and transcribed shows; syndicated transcribed programs; studio recordings; air checks; hillbilly library, production; and scripts.

•

Kent-Johnson, Inc.

34 West 53rd St., New York 18, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson. SERVICES OFFERED: Program and spot announcement production. Program consultants.

•

Bob Kerr

30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-8051. Ben Pratt, Publicity; Pete King, Bernie Weissman, Jerry Bittick, Arrangers; Clara Frim, Office Manager.

•

Kermit-Raymond Corporation

14 East 52nd St., New York, N. Y. Phone, ELdorado 5-5511. President-Treasurer, William J. McCambridge Vice-President & General Manager, Raymond R. Green; West Coast Sales Manager, Scrappy Lambert, 9671 Burton Way, Beverly Hills, Calif. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, Bulkley Bldg., Cleveland, Ohio; John E. Allen, Inc., Rochester, N. Y. SERVICES OFFERED: Production of live and transcribed program shows, scripts.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

FINDERS KEEPERS

WITH

"HAPPY" FELTON

Directed by "HERB" RICE

JERRY JEROME & HIS BAND

ROBIN DENTON *Announcer*

FRANKIE CONNORS JOHNNY EAGER

Created and Written by MAGGY FISHER

N.B.C. — DAILY — COAST-TO-COAST

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Sam Kerner, Inc.

8272 Sunset Boulevard, Hollywood 46, Calif. Phone, Hempstead 1813. President, Sam Kerner. SERVICES OFFERED: Manage radio artists and programs; personal representative of talent, writers, directors, etc.

•

King-Trendle Broadcasting Corp.

1700 Stroh Bldg., Detroit 26, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; Vice-President, John H. King; General Manager-Secretary, H. Allen Campbell; Assistant Commercial Manager, James G. Riddell; Advertising-Sales Promotion-Publicity Manager, Lambert B. Beeuwkes; Traffic Manager, Bess Ashton. REPRESENTATIVE: Paul H. Raymer Co. SERVICES OFFERED: Program production of Lone Ranger, Green Hornet, Ned Jordan-Federal Ace, Challenge of the Yukon, for network, national spot, and local use.

C. O. Langlois, Inc.

Steinway Hall, 113 W. 57th St., New York, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

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Phillips H. Lord, Inc.

501 Madison Ave., New York, N. Y. Phone, WIckersham 2-2211. President, Phillips H. Lord; General Manager, Dorothy E. Levy. SERVICES OFFERED: Package shows.

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C. P. MacGregor

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.

THE

Radio Programs

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MARCH OF TIME

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THE WORLD AND AMERICA

LET'S LEARN SPANISH

APRENDAMOS INGLÉS

Haven MacQuarrie Ideas

3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio shows created, produced, and written.

•

Management Corp. of America

745 Fifth Ave., New York, N. Y. Phone, WIckersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

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Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements. Owner of "Nothing But the Truth."

•

March of Time

(Dept. of Time, Inc.)
9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 5-4400. Director of Radio Programs Department, Frank C. Miller. SERVICES OFFERED: Transcribed programs.

•

Charles Michelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. President, Charles Michelson; Export Manager, A. Michelson. REPRESENTATIVES: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Manager, Philip Johnson; South First & Second Sts., Richmond, Ind. Phone, 1117. Manager, Harry Gennett, Jr. SERVICES OFFERED: Transcribed program representative, sound effect record library, distributor of transcribed programs ("The Shadow," Gennett-Speedy-Q sound effects records, Earnshaw Radio Productions, Walter Biddick Co., Radio Transcriptions Co. of America, Transcription Record Albums Co.).

•

Michelson & Sternberg, Inc.

67 W. 44th St., New York, N. Y. Phone, MUrray Hill 2-5421. President - Sec-

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retary, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

•

Landau Broadcasting Service

270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

•

Allan H. Miller Productions

310-11 Bell Building, Toledo 2, O. SERVICES OFFERED: Package shows and live talent.

•

Fred C. Mertens & Associates

849 South Gramercy Drive, Los Angeles 5, Calif. Phone, Drexel 9031. President, Fred C. Mertens; Program Department, Al F. Williams; Script Department, Sparks Stringer; Sales, Stuart S. Shackelton, Kenneth M. Foote; Secretary, C. Oroczo. SERVICES OFFERED: Program production, transcriptions, commercial copy service.

Microphone Playhouse

151 North Craig St., Pittsburgh, Pa. Phone, Schenley 2221. Director, Marjory Stewart; Assistant Director, Hully McFarland; Executive Secretary, Edith R. Russell; Secretary, Helen Maher; Sound Technician, George Meyer. SERVICES OFFERED: Program production and announcers training.

•

William Morris Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-2160. Executive-in-Charge of Radio, William B. Murray. BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. Executive-in-Charge, Wallace Jordan; 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin, Keith Bldg., Cleveland, Ohio. Phone, Main 1525. Executive-In-Charge, Pat Lombard. SERVICES OFFERED: Production of package shows.

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Music Maker Productions

154 E. Erie St., Chicago, Ill. Phone, Delaware 5686. Owner, Wendell Hall.

SERVICES OFFERED: Production of one-minute musical spot programs.

•

Moonbeams Broadcasts, Inc.

8 West 45th St., New York 19, N. Y. Phone, MUrray Hill 2-7471, 7472. President and Treasurer, George Shackley; Secretary-General Manager, Lillian Stewart. SERVICES OFFERED: Musical and script programs, talent.

•

Raymond R. Morgan Co.

6362 Hollywood Blvd., Hollywood 28, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; General Manager, R. E. Messer. Account Executives, Robert Temple and Carl Kulberg; Copy Chief, Audrey Kuthe; Production Manager, Ruth Johnson; Account Executives, James McCleery, Robert Raisbaeck, Lucille Hobson. BRANCH OFFICE: Goodkind, Joice & Morgan, Chicago, Ill. Superior 6747. Vice-President (Executive-in-Charge), M. Lewis Goodkind. SERVICES OFFERED: General advertising, merchandising and radio production.

Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)

620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-General Manager, Donald C. Jones; Secretary & Office Manager, J. J. Lloyd; Sound Technician, Robt. Haviland; Director, C. A. Meyers; Editorial, Robert A. Godley.

•

Music Corporation of America

745 Fifth Ave., New York, N. Y. Phone, WIckersham 2-8900. Vice-President, David A. Werblin; Vice-President, A. Bart McHugh; Vice-President, Charles Miller; Vice-President-Radio Director, Harold Hackett; Vice-President, Herb Rosenthal. OTHER OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein; Vice-President, Taft Schreiber; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe.

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•

Muzak Corporation

151 West 46th St., New York 19, N. Y. Phone, BRyant 9-1246. President, C. M. Finney; Vice-President, K. R. Smith; Treasurer, John R. Andrus. SERVICES OFFERED: Vertical and lateral recordings, studio and off-the-line recordings, recording service for advertisers and agencies, custom-built recordings, transcription library, pressing and processing, program consultants.

•

National Concert & Artists Corp.

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, Alfred H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Secretary-Treasurer, Thomas Reilly. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Manager, Sam Harrington; Sunset at Doheny, Los Angeles, Calif. Crestview 1-7121. Manager, Helen Ainsworth, 111 Sutter St., San Francisco, Calif. Executive-in-Charge, Alexander Haas. SERVICES OFFERED: Program production, talent management.

•

National Radio Features

100 State Street, Albany 7, New York. Phone, Albany 4-8226. General Manager, Allen I. Stock. SERVICES OFFERED: Special promotions and campaigns for radio stations to fill up unused time.

•

NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Business Manager and Eastern Sales Manager (Stations), Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Morris W. Hamilton; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, Henry P. Hayes; Assistant Sales Manager (Commercial), Walter B. Davidson. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161.

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Manager, Oscar C. Turner Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young; Taylor and O'Farrell Sts., San Francisco, Calif. Phone, Graystone 8700. Manager, Robert Z. Morrison. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

•

E. K. Nadel

1600 Broadway, New York, N. Y. Phone, CIrcle 6-8861. General Manager, E. K. Nadel; Assistant Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. SERVICES OFFERED: Program production.

•

National Radio Advertising Agency

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

•

Neblett Radio Productions

360 North Michigan Ave., Chicago 1, Ill. Phone, Central 4144. Owner, John Neblett; Sales Promotion Manager, Ruthe Miller. SERVICES OFFERED: Producers of transcribed and live talent programs.

•

Lilian Okun, Inc.

2 West 67th St., New York, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, package programs, scripts.

•

Pan American Broadcasting Co.

330 Madison Ave., New York 17, N. Y. Phone, MUrray Hill 2-0810. Vice-President, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. Homer Griffith, 6362 Hollywood Blvd., Hollywood, Calif. SER-

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Box 2222, Hollywood 28, Calif. Phone, Granite 7584; HIllside 8351. President, Jack Parker; Vice-President, Don Masters; Station Relations Manager, Hortense Reid; Script Editor, Ross Van Niebroc; Music Editor, Harold L. Graham; Recording Manager, Charles Alford; Script Writers, Ross Van Niebroc, Hortense Reid, Garland Brunton. SERVICES OFFERED: Program production-recording; scripts; syndicated transcriptions; television production of live talent programs.

•

Leo J. Paulin & Associates

1627 "K" St., N.W., Washington 9, D. C. Phone, National 9349. SERVICES OFFERED: Program ideas, production, scripts. Featuring programs with a "Washington angle."

Premier Radio Enterprises Inc.

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-Presidents, Wilson Dalzell, David A. Somson; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, war and film recording, sales presentations.

•

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, WIsconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Wilhelmina Fox, Faith Ellen Smith; Engineer, M. P. Fruchty. SERVICES OFFERED: Production of religious programs, recording.

•

Polish Broadcasting Bureau

754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Secretary, Emily A. Mikolajczak. SERVICES OFFERED: Program production (Polish).

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George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President, G. L. Price. SERVICES OFFERED: Transcribed programs, program production, transcription library, scripts and continuity, commercial copy.

•

Prockter & Lewis

67 East 59th St., New York, N. Y. Phone, PLaza 5-9568. Partners, Bernard J. Prockter and Richard Lewis. SERVICES OFFERED: Creation, production and advice on network programs. Package network programs.

•

Radio Centre Limited

74 Wellington St., West Toronto, Ont., Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Frances Morrison. BRANCH OFFICE: 8011 112th Ave., Edmonton, Alberta. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions.

ERSKINE JOHNSON

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll.

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Radio Events, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. Managing Director, Martin Lawrence. SERVICES OFFERED: Production, scripts, casting.

•

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. Producers, Paul L'Anglais, Simon L'Anglais; Associate Producers, Gil Wall, B. Hogue, Jac Des Baillets; Secretary-Treasurer, Roger Gauvin. BRANCH OFFICE: Hotel Statler, Buffalo, N. Y. Producer, Gilbert Wall. SERVICES OFFERED: Program production, recording.

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•

Ray-Tele, Inc.

604 Fifth Ave., New York, N. Y. Phone number, BRyant 9-5365. President, Allen Kaye Martin. SERVICES OFFERED: Package shows, electrical transcriptions, and live talent.

•

Religious News Service

381 Fourth Ave., New York, N. Y. Phone, MUrray Hill 3-8246. Managing Editor, Louis Minsky. SERVICES OFFERED: Production of weekly religious news scripts.

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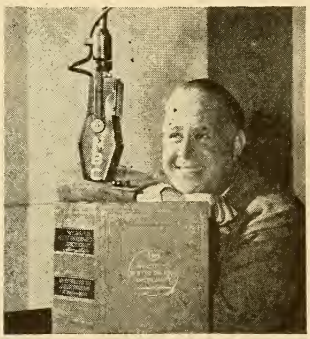
Richman-Sandford Productions

10 East 43rd St., New York 17, N. Y. Phone, MUrray Hill 2-2044. Owners, Bill Richman and Ed Sandford; Personnel Di-



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•

Maurice Roffman

540 West 122nd Street, New York, N. Y. Phone, MOnument 2-3288.

•

J. Hall Smith Recording Studios

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. Owner-Manager, J. Hall Smith; Scripts, Douglas Wright; Sales Representative, W. S. Tygard; Office Manager, H. L. Theodore.

•

Transamerican Broadcasting & Television Corp.

1 East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. SERVICES OFFERED: Live and transcribed programs.

•

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. General Manager, Joseph Tait; Business Manager, Rhoda Golden; Chief Engineer, John J. Davis. SERVICES OFFERED: Recording and transcription service, script and production service, air checks of domestic and shortwave broadcasts.

•

WADC Cleveland Studios

241 Euclid Ave., Cleveland, Ohio. Phones, WA 8949, DI 0056. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Production of foreign-language and English programs.

•

Carl Wester & Company

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester. Writer, Irna Phillips. SERVICES OFFERED: Program production.

Richard Stark & Co.

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CIrcle 6-7337

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Roger White Radio Productions

521 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-0295. Radio Producer, Roger White; Artists' Bureau, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

•

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Owner, W. P. Robinson; John Eckman, Recording Engineer; Production, Scot Macgregor. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting, scripts, production.

•

Rockhill Radio, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. President, Stanley J. Wolf; Vice-President, Emanuel Wolf. REPRESENTATIVES: Dave Pinchot, Chicago, Ill. SERVICES OFFERED: Live and transcribed program production.

•

The Rocky Mountain Radio Council

21 East 18th Ave., Denver, Colo. Phone, Keystone 5306. Director, Robert B. Hudson; Production Director, Jack Weir Lewis; Engineers, Harold Craig, Tom Harvey; Research, W. M. Spackman; Secretary, Nancy Reid. SERVICES OFFERED: Production of public service programs in Colorado and Wyoming. This organization works in cooperation with its member agencies, consisting of education and civic organizations, colleges, public school systems, etc.

•

Saltimieras Radio Advertisers

6912 South Western Ave., Chicago 36, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimieras; Musical Directress, Pearl Johanson; Music Librarians, Anna Norkus and Joseph Norkus; Business Manager, Julia Saliner.

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(Federal Security Agency)

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(War Manpower Commission)

"Soldiers of Production"
(War Production Board)
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Tiny Hill's Orchestra
Vincent Lopez Orchestra
Teddy Powell Orchestra
Tony Pastor Orchestra
Will Osborne Orchestra

"Topics for Today"
with Tommy Tucker's Orch.
(United States Navy and O.W.I.)

"Your Town's War Job"
with Lionel Hampton's Orch.
(U. S. Employment Service)

SERVICES OFFERED: Program production (fully-talented programs) in English and in foreign languages.

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James L. Saphier Agency

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 7211. Owner, J. L. Saphier; Associate, James M. Doane. SERVICES OFFERED: Sales and production of package shows and talent.

•

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Owner, Joseph C Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, transcriptions.

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Bernard L. Schubert, Inc.

509 Madison Ave., New York, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert; Saul Reiss, May Bolhower, Cecile Lieberman. SERVICES OFFERED: Talent management and program production.

Sellers Co.

912 Commerce St., Dallas, Texas. Phone, C-5978. Manager, J. E. Sellers. SERVICES OFFERED: Transcripting recording-programs produced for transcriptions and for live broadcasts several hours daily. Large recorded Hillbilly Library from which programs may be recorded to advertisers' requirements.

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Service Programs

535 5th Ave., New York 17, N. Y. Phone, MUrray Hill 6-3489. General Manager, Gladys Miller. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

•

Edward Sloman Productions

6636 Hollywood Blvd., Hollywood 28, Calif. Phone: Hempstead 3093. Producer-Director, Edward Sloman. SERVICES OFFERED: Transcribed radio productions in half-hour, fifteen minutes and five minute programs. Also produce transcribed programs to order.

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1124 Vermont Ave., N.W., Washington 5, D. C. Phone, Republic 1984. President, Robert J. Coar; Vice-President, Helen B. Coar; Chief Engineer, Steve Carpenter; Office Manager, Jean Fisher. SALES REPRESENTATIVES: Muzak Transcriptions, Inc., 151 West 46th Street, New York, N. Y. Phone, BRyant 9-1246. Vice-President, K. R. Smith; General Sound Corp., 29 West 57th St., New York, N. Y. Phone, PLaza 0-3015. President, D. Vanston. SERVICES OFFERED: Transcriptions, program production.

•

The Sound Workshop

445 S. La Cienaga Blvd., Hollywood 36, Calif. Phone, BRadshaw 2-1233. Owner, Producer & Director, Robert E. Grey; Casting, J. R. Lorenz; Script, S. H. Jerome, Antony Ellis; Sound, O. J. Vital. SERVICES OFFERED: All types recording, complete program production, transcriptions, phonograph records, etc.

•

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York 20, N. Y. CIrcle 7-5666. General Manager, David Hale Halpern; Business Executives and Producers, Henry Souvaine, Max Chapnick. Archibald U. Braunfeld, Geraldine Souvaine, Harry W. Hoff, Jr., Frank Phares, Russell E. Dill, Harold V. Milligan. SERVICES OFFERED: Package shows (live and transcribed) for radio and television, scripts, production, public relation consultants.

•

Richard Stark & Company

30 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 6-7337. President, Richard Stark; Executive Vice-President, Fred Weihe; Vice-President, Hazel Weihe; Secretary - Treasurer, William Meeder. SERVICES OFFERED: Program builders, producers, and consultants.

•

Irving Strouse

151 W. 74th St., New York, N. Y. Phone, TRafalgar 7-4695. SERVICES OFFERED: Program production, scripts.

•

Telecast Productions, Inc.

101—5th Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Free-

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Program Director

W N E W

Author

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man; Treasurer, William S. Greene, Jr. SERVICES OFFERED: Package shows for radio and television.

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190 North State St., Chicago, Illinois. Phone, Franklin 5025. President, Charles L. Collette; Vice-Pres., Chester C. Woolridge; Secretary-Treasury, E. C. Upton; Chicago Representative, Ann Drobena. SERVICES OFFERED: Promotion of Bill Eddy television gadgets and tools. Service organization to the television industry.

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Television Enterprises Inc.

9130 Sunset Boulevard, Hollywood 46, Calif. Phone, Crestview 6-6241. President, John W. Swallow. SERVICES OFFERED: "Eye Appeal" Commercial Advertising Films for television, theaters and 16 millimeter. Anything on film is offered by TELEVISION ENTERPRISES INC. Write or call for full information.

Transcribed Radio Shows

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. President, M. E. Moore. SERVICES OFFERED: Custom-built shows, spot announcements, production, listener participation, transcribed programs.

•

United Radio Shows (United Press)

220 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-0400. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio of news service, news scripts, news research and package news shows.

•

Universal Radio Productions

8853 Beverly Blvd., Hollywood 28, Calif. Phone, Crestview 1-5275. Sales Manager, Edmund Johnson; Production Manager and Director, Les Mitchel; Office Manager, Jack Brandt. BRANCH OFFICE, 430 N. Michigan Ave., Chicago, Ill. Phone Superior 3933. SERVICES OFFERED: Complete and open-end transcription service.

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MU. 2-2044

Thomas J. Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, CIrcle 6-4675. Production Manager, Thomas J. Valentino; Secretary, Elsie G. Valentine; Director, D. J. Valentine. SERVICES OFFERED: Custom transcriptions, recordings on wax or film, sound effects library.

•

Videor Productions

(*Div. of Video and Sound Enterprises*)

P. O. Box 413, Philadelphia 5, Pa. Phone, HA 6446. General Manager, Franklin O. Pease; A. E. Smith. BRANCH OFFICE: 709 Fidelity Bldg., Kansas City, Mo. SERVICES OFFERED: Radio and television program production —script services.

•

Chick Vincent & Company

509 Madison Avenue, New York, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Casting Director, Natalie Ortof; Controller, Seymour Schneidman. SERVICES OFFERED: Package producers.

SAM KERNER

☆

Management

RADIO ARTISTS and PROGRAMS

8272 SUNSET BLVD.

HOLLYWOOD 46, CALIF.

HILLSIDE 7239

Owen Vinson & Co.

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 6769. Producer-Director, Owen Vinson; Writers, Pauline Hopkins, Louis Scofield. SERVICES OFFERED: Production of package shows and custom-built programs.

•

J. Franklyn Viola & Co.

152 West 42nd St., New York, N. Y. Phone, CHickering 4-3254. Manager, J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs, transcriptions.

•

Tom Wallace Radio Productions

366 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-2636. Owner, Tom Wallace. SERVICES OFFERED: Package radio shows.

Listen, the Women

. . . and the women (and the men, too, bless 'em!) listen in droves to this

GREAT NEW TUESDAY EVENING SHOW ON THE BLUE!

It's a new idea in listener participation! Letters pour in with suggested topics for discussion by famed experts—

★ DEAN MILDRED THOMPSON of Vassar

★ Popular fiction writer, THYRA SAMTER WINSLOW, and . . .

★ Brilliant, witty MRS. CHESTER ARTHUR

Awards go out to lucky listeners whose letters rate a 3-minute or more discussion! Sensible, intelligent, sparkling—with

DOROTHY THOMPSON as Mistress of Ceremonies

PLUS A NEW GUEST STAR EVERY WEEK!

NOW AVAILABLE ON THE BLUE

Phone CO 5-3978 for further information

Ed. J. Weber

156 West 44th St., New York 18, N. Y. General Manager, Ed. J. Weber. SERVICES OFFERED: General managers of "Can You Top This?"

•

Lou Winston: Radio Producers of Hollywood

908 No. Western Ave., Hollywood 27, Calif. Phone, HOllywood 6506. Owner, Lou R. Winston; Assistant Manager, Miss R. Baxter. SERVICES OFFERED: FM producers, transcribed feature open end productions. Leased for broadcasting to stations, individual shows, a group of shows, or the complete catalogue.

•

Wolf Associates, Inc.

420 Madison Av.e, New York, N. Y. Phone, PLaza 5-7620. General Manager, Ed Wolf; Production Manager-Casting Director, Jack Rubin; Sales Manager, Paul Ross. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6679. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Radio Production, talent.

World Broadcasting System, Inc.

(Subsidiary of Decca Records, Inc.)

711 Fifth Ave., New York, N. Y. Phone, WIckersham 2-2100. President, P. L. Deutsch; Executive Vice-President, A. J. Kendrick; Secretary, Milton Diamond; Treasurer, M. R. Rackmil; Station Relations Manager, A. B. Sambrook; Eastern Sales Manager, George DePue; Sales Promotion Manager, Wesley Edson; Chief Engineer, Charles Lauda, Jr. BRANCH OFFICES: Chicago, 301 East Erie St., Chicago 11, Ill. Phone, Superior 9114. W. C. Hutchings, resident manager; Hollywood 1000. N. Seward St., Hollywood, Calif.

•

Frederic W. Ziv Co.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President, John L. Sinn; Secretary, M. R. Ziv. BRANCH OFFICE: 501 Madison Ave., New York, N. Y. Phone, PLaza 3-9612. Vice-President, John L. Sinn. SERVICES OFFERED: Live talent and transcribed programs.

AN UNBEATABLE PRODUCTION PROBLEM?

RAY-TELE SAYS "NO SUCH THING"! Bring your tougher-than-usual production problems to Ray-Tele for a commonsense, workable solution. Years of experience in writing, directing, producing and casting radio shows has given us the "know-how" in the field which can be one of your greatest assets. We are prepared to assist you with the solutions to problems arising from your own shows or to offer you a selection of ready-made shows of an exceptional caliber.

Four participating shows—two in Chicago and two soon to be heard in New York. Two half-hour dramatic shows; one half-hour variety show; two half-hour quiz shows; two daytime serials. These are all live shows, most of which can be readily converted to syndicated transcription series. They all are either proved successes or have the elements that make for greatness.

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Producer-Writer

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1) Speed . . . Service fast as flight
2) Fidelity . . . Perfect Reproduction
3) Laurels . . . Patronage by Particular People Proves Columbia's Leadership.

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Columbia Recording Corporation • A Service Of The Columbia Broadcasting System
New York . . . 799 Seventh Ave., Circle 5-7300 • Chicago . . . Wrigley Bldg., Whitehall 6000
Hollywood . . . 6624 Romaine St., Granite 4134

Transcription Companies

Advertisers Recording Service, Inc.

113 West 57th St., New York, N. Y. Phone, CIrcle 6-0141. (For detailed information see listing under Program Producers).

•

Allied Record Mfg. Co.

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, Hollywood 5107. Louis I. Goldberg. Washington Representative: Jerry Mara; Phone, Executive 3792. SERVICES OFFERED: Processing and pressing of electrical transcriptions and phonograph records.

•

Acoustic Equipment Company

323 Walton Building, Atlanta, Ga. Phone, WAlnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

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All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. Manager, G. F. Herbert; R. E. McGuire, F. W. Cannon. BRANCH OFFICES: Southam Bldg., Calgary, Alberta, Canada. Phone, M-7591. President, H. R. Carson; 802 Electric Railway Chambers, Winnipeg, Manitoba, Canada. Phone 96-861. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, Lancaster 6400. Manager, Burt Hall; 198 W. Hastings St., Vancouver, B. C., Canada. Phone, Marine 9542. J. E. Baldwin. SERVICES OFFERED: Transcriptions, representative for transcription companies and stations.

•

American Royal Productions

7928 Michigan Ave., Oakland 3, Calif. Phone, Higate 5433. M. Scott Weakley, Manager; M. W. Mugan, Producer. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows, hi-fidelity domestic and international short-wave aircheck service.

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Arts Recording Studios & Recording Co.

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. (For detailed information see listing under Program Producers).

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Asch Recording Studios

117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. President, Moe Asch; Office Manager, M. Distler. SERVICES OFFERED: Off-the-air and off-the-line transcriptions, commercial records, transcriptions, recordings and production.

•

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President, C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, recording processing and pressing, both lateral and vertical, script (Muzak).

•

Associated Radio-Television Productions

11 West 42nd St., New York 18, N. Y. Phone, LO 5-3710. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox.

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Audio-Scriptions, Inc.

1619 Broadway, New York 19, N. Y. Phone, CIrcle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; library of voices.

•

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hollywood 3981 and HEmpstead 1753. (For detailed information see listing under Radio, Television, FM Producers.)

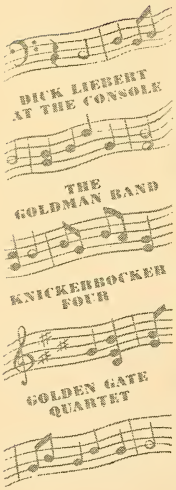
NBC Thesaurus

FOR 10 YEARS

"The Treasure House of Recorded Programs"

NBC Thesaurus after ten years *still* is . . . and will *continue* to be . . ."The Treasure House of Recorded Programs." Small wonder when you consider NBC's pride in perfection . . . its vast modern technical facilities . . . its skilled directors. For further evidence take a look at the outstanding artists listed here. And there are many, many more!

NBC Thesaurus offers . . . in addition to radio's best and largest selection of great recorded musical shows . . . unequalled service to station program directors and sales managers. For example:



Basic Library—of more than 4000 selections . . . every type of music for effective programming . . . recorded NBC Orthacoustic.

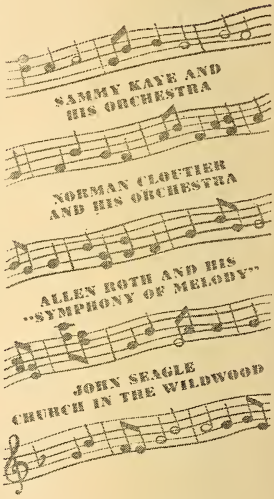
Variety of Artists and Music in the 52 or more individual selections supplied each month . . . continuous flow of new and interesting music.

Long-term programming with THESAURUS is easy because there are *enough* selections by *every* performer to run a continuous schedule of each featured artist.

Sound effects and production aids for locally produced shows—more than 370 individual cuts.

Publicity material furnished to each subscriber . . . program portfolios, sales manual, publicity releases, photos of artists and other selling ammunition.

Most complete indexing system . . . comprehensive cross-index to make fullest use of the library . . . complete record and index cabinets supplied.



Throughout 1945, NBC Thesaurus will be adding new artists, new music, new types of programs—all designed to give THESAURUS subscribers a program service that is *exclusively* theirs—with advantages and features not obtainable from any other source. If you are considering a new library of transcribed music, be sure you have all the facts about America's No. 1 Musical Program Service —NBC THESAURUS.

National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

Bost Records Co.

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. (For detailed information see listing under Radio, Television, FM Producers.)

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Richard Bradley & Associates

20 North Wacker Drive, Chicago 6, Ill. Phone, Randolph 3549. (For detailed information see listing under Radio, Television, FM Producers.)

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Continental Engineering Co.

3860 N. Port Washington Ave., Milwaukee 13, Wisc. Phone, Edg. 8300. President, K. W. Kennedy; Vice-President, A. F. Jurack; Secretary-Treasurer, Anne Blankenheim. SERVICES OFFERED: Commercial recording, distributors of sound and inter-office equipment, and electronic devices.

•

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone, Webster 7795. (For detailed information see listing under Program Producers).

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Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)

799 Seventh Ave., New York, N. Y. Phone, CIrcle 5-7300. President, Edward Wallerstein; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, Alex Steinweiss. BRANCH OFFICES: 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, Andrew J. Schrade; 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. SERVICES OFFERED: Recording, processing and manufacture of all types of electrical transcriptions; manufacture and distribution of Columbia and Okeh records.

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Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton; Sales Manager, R. C. Shive; Production Manager, Harvey Lamb. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

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Patrick Michael Cunning Television Productions—Stage 8

6530 Sunset Blvd., Hollywood, Calif. Phone, HIllside 5915. (For detailed information see listing under Program Producers).

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Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. (For detailed information see listing under Radio, Television, FM Producers.)

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Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, COlumbus 5-2300. President, Jack Kapp; Executive Vice-President, E. F. Stevens, Jr.; Manager Transcription Division, Edward Strauss. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham. SERVICES OFFERED: Custom-built electrical transcription records. Owners of WORLD BROADCASTING SYSTEM, INC., transcription services, 711 Fifth Ave., New York 22, N. Y.

•

Disco Recording Co., Inc.

334 Arcade Bldg., St. Louis 1, Mo. Phone, Chestnut 5937. President, Harry V. Cheshire; Chief Engineer, Gordon Sherman; General Manager, Bob Reichenbach. SERVICES OFFERED: Production of programs and commercial announcements, studio recordings, portable recordings, off-the-line and off-the-air recordings, audition records, phonograph records.

•

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Radio, Television, FM Producers.)

ARMY

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...but YOU are a good customer, too

...for the fastest transcription service in the world!

TREASURY

CO-ORDINATOR OF INTER-AMERICAN AFFAIRS

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But YOU are a good customer, too...working hard in advertising agencies and radio stations.

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Through this trying period of war-orders and war-shortages, there has been no deviation in the quality of our *Vertical Cut* and *Lateral Cut* transcriptions.

And in 1945, we hope to be able to continue our original standards of service: *the fastest transcription service in the world.*

To our loyal clients, new and old, a sincere "thank you" for your continued patience and continued business.

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Reference Recordings — Line recordings for supplemental radio coverage.

Send us your Acetate masters for processing and pressing. Gold sputtering . . . the fastest processing and pressing service.

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NEW YORK
250 West 54th Street
COlumbus 5-8552

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. (For detailed information see listing under Radio, Television, FM Producers.)

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Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. (For detailed information see listing under Radio, Television, FM Producers.)

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Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood, Calif. Phone, GLadstone 2189. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: Complete studio facilities for: "Air-Chek" service; recordings, electrical transcriptions, phonograph recordings, spot announcements.

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Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Radio, Television, FM Producers.)

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Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 7200. Manager-Director, J. E. Campeau; Engineer, Robert Henderson. SERVICES OFFERED: Transcriptions.

•

Exclusive Radio Features Ltd.

14 McCaul St., Toronto 2B, Ont., Canada. Phone, ADelaide 5112. (For detailed information see listing under Radio, Television, FM Producers.)

•

Carl Fischer, Inc. Recording Studio

119 West 57th St., New York 19, N. Y. Phone, CIrcle 7-2965. Manager, Max Rittershausen; Studio Director, Fred Herbert-Oettgen; Chief Engineer, George Lewin; Asst. Recorder, Frank J. Brooks. SERVICES OFFERED: Transcriptions, off-the-air and studio recording, master recordings, dubs, processing and pressing, studio facilities for location recording.

•

Frankay & Jackson

48 West 48th St., New York, N. Y. Phone, LOngacre 5-0242. President, Harry Jackson; Vice-President, Frank Fay. SERVICES OFFERED: Transcription, off-the-air recordings, pressings, rehearsals, all studio facilities.

•

Federal Transcribed Programs, Inc.

101 Park Ave., New York, N. Y. Phone, CAledonia 5-7530. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

•

General Broadcasting System

Rockefeller Bldg., Cleveland 13, Ohio. Phone, Prospect 4900. (For detailed information see listing under Radio, Television, FM Producers.)

•

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WIckersham 2-3338-9. (For detailed information see listing under Radio, Television, FM Producers.)

•

Donald C. Hallenbeck

562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; SERVICES OFFERED: Studio recordings, transcriptions, offi-the-air recordings.

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William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. (For detailed information see listing under Program Producers).

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George Heid Productions

132 Seventh St., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Radio, Television, FM Producers.)

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. (For detailed information see listing under Radio, Television, FM Producers.)

•

KMTR Recording Studios

(Recording Division—KMTR)

1000 Cahuenga Blvd., Hollywood 38, Calif. Phone, HIllside 1161. Gen. Mgr., K. O. Tinkham; Recording Manager, Lyman M. Smith; Recording Engineer, Rex D. Kepple; Asst. Recording Engineer, Karl Bonawitz, Jr. SERVICES OFFERED: Complete recording and transcription service including masters and pressings, studio recordings, two mobile units operating on self-contained D.C. current as well as exterior A.C.

Kermit-Raymond Corporation

14 East 52nd St., New York, N. Y. Phone, ELdorado 5-5511. (For detailed information see listing under Radio, Television, FM Producers.)

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Keystone Broadcasting System, Inc.

580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President ..... Michael M. Sillerman
Vice-President ..... Arthur Wolf
Vice-President ..... William Wolf
Secretary-Treasurer .... Sidney J. Wolf
Asst. Secretary ..... Joseph Bayer

Offices

580 Fifth Ave., New York, N. Y.
Phone, LOngacre 3-2221

President ..... Michael M. Sillerman
Director of Station Relations, Mort Adams
Sales & Promotion Consultant Alvin Austin
Statistician ..... Irene Douglas
Office Manager ..... Rosita Seale
Account Executive ..... Albert F. Dykes
Account Executive ..... Noel Rhys

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer ... Sidney J. Wolfe
Accountant ..... Elizabeth M. Mueller
Western Sales Manager . Naylor Rogers

6331 Hollywood Blvd.
Hollywood, Calif.
Phone, Hempstead 5338

Program Director ..... Elaine N. Gonda
Account Executive ..... Ralph W. Harker

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering beyond-Metropolitan markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 210 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the beyond-Metropolitan

markets intensively, in a single transaction, by means of electrical transcription. The System offers its facilities in block network time periods from one hour down to five minutes, and also makes available announcement periods down to twenty-five word length.

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Major Records Company

1600 Broadway, New York, N. Y. Phone, CIrcle 6-4675 and 4676. President, Thomas J. Valentino; Secretary, Elsie F. Valentino. SERVICES OFFERED: Sound-effect record library.

•

McDonald Recording & Engineering Service

415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 0302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. SERVICES OFFERED: Recording, transcriptions, air-checks, recording studios.

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C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, FItzroy 4191. (For detailed information see listing under Radio, Television, FM Producers.)

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Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DElaware 4786. Owner, Jack Brinkley; Studio Manager, Maxine M. Brinkley. SERVICES OFFERED: Making of transcriptions for other producers and agencies. Also, have a new line of open-end syndicated programs for sale to stations.

•

Charles Michelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. (For detailed information see listing under Radio, Television, FM Producers.)

•

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

MAJOR RECORDS

"From a Cat's Meow to a Lion's Roar . . . a Pistol Shot to a World War"

THE ULTIMATE IN SOUND EFFECTS

Distributed by

THOMAS J. VALENTINO, INC.

1600 BROADWAY, NEW YORK 19, N. Y.

REEVES

SOUND STUDIOS

INC.

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1600 B'way, New York 19, N. Y.

CIrcle 6-6686

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Complete Film and Disc Recording Facilities

Muzak Corporation

151 West 46th St., New York 19, N. Y. Phone, BRyant 9-1246. (For detailed information see listing under Radio, Television, FM Producers.)

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NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Business Mgr. and Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager (Stations), Willis B. Parsons; Asst. Sales Mgr. (Commercial), Walter B. Davison; Program Manager, Morris W. Hamilton; Thesaurus Program Mgr., Norman L. Cloutier; Office Manager, Henry P. Hayes. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, HOllywood 6161. Manager, Oscar C. Turner. Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young; Taylor & O'Farrell Sts., San Francisco, Calif. Phone, Graystone 8700. Manager, Robert Z. Morrison. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

•

National Radio Features

100 State Street, Albany 7, N. Y. Phone, 4-8226, 2-7854. General Manager, Allen I. Stock. SERVICES OFFERED: Special promotions and campaigns for radio stations, "using specially produced and written radio shows, and constructed ideas for selling time to merchants, industrial and professional business firms, who ordinarily never use radio, or buy time from their immediate station."

•

Eugene P. O'Fallon, Inc.

Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

ARTP

Originators and *Creators* of Quality Syndicated

One Minute Musical Programs

for

Jewelers
Furriers

etc.

Now being used on over 100 Radio Stations.

ASSOCIATED RADIO TELEVISION PRODUCTIONS, INC.

11 West 42nd St. New York, N. Y.

Agencies: Your headquarters for outstanding custombuilt programs ranging from one minute to an hour shows—live or transcribed.

Serving the War Effort and Industry Throughout The World

ALLIED RECORD MFG. COMPANY

HOLLYWOOD — CALIFORNIA

Electrical Transcriptions

1041 North Las Palmas Ave.

Hollywood 5107

Pearl-Tone Recording Studios

309 Plymouth Bldg., Des Moines 9, Ia. Phone, 3-3626. Proprietor, Sidney J. Pearlman; Recorder, Joseph Gering; Production, Rose Adler; Music, Helen Gale. SERVICES OFFERED: Air-checks, recording, dubbing, transcriptions.

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Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, WIsconsin 7-0069. (For detailed information see listing under Radio, Television, FM Producers.)

•

Ralph L. Power

405-7 I. N. Van Nuys Bldg., Los Angeles 14, Calif. Phone, Madison 5617. Owner, Ralph L. Power. SERVICES OFFERED: Exporter and importer of transcribed programs and script.

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Premier Radio Enterprises, Inc.

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. (For detailed information see listing under Radio, Television, FM Producers.)

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George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. (For detailed information see listing under Radio, Television, FM Producers.)

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Radio Recorders

7000 Santa Monica Blvd., Los Angeles 38, Cal. Phone, HOllywood 3917. Partners, F. H. Winter, J. C. Brundage, L. D. Minkler, Ernest Dummell, H. L. Bryant; Sales Manager, J. J. Sameth. SERVICES OFFERED: Recording studio facilities.

•

Radio Recording Studios

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings.

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

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RCA-Victor Division, Radio Corporation of America

155 East 24th St., New York, N. Y. Phone, MUrray Hill 4-6200. Manager, Studio & Recording Service, Edith H. Bell. BRANCH OFFICES: 445 N. Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774. Manager, A. E. Hindle; 1016 North Sycamore Ave., Hollywood, Calif. Manager, Harry Meyerson; Front & Cooper Sts., Camden, N. J.

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Rec-Art Studios

1203 S. Main St., Los Angeles, Calif. Phone, PRospect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings and air check.

RAY-TELE AND THE PACKAGED SHOW:

READY now—today. A baker's dozen of live and transcribed shows of every type and description. All available in packaged form. All shows of proven merit, worthy of the best sponsors and certain of a wide listenership.

Among these shows are: two half-hour dramatic shows; one half-hour variety show; two half-hour quiz shows; two daytime serials. Also four big participating shows, one of which is already a smashing success in Chicago. Two of these participating shows will soon be aired in New York and deserve your immediate attention as the number of sponsors will, of necessity, be limited.

Ray-Tele will build complete shows around your product or develop a show to satisfy your particular needs. We have everything necessary for the production of the precise show you have in mind—our facilities are at your disposal at all times and for any purpose.

RAY-TELE • BR. 9-5365

604 Fifth Avenue, New York 20, N. Y.

Reeves Sound Studios, Inc.

1600 Broadway, New York, N. Y. Phone, CIrcle 6-6686. President, Hazard E. Reeves; Chief Engineer, Lyman J. Wiggin; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Ralph Epstein, W. R. Hicks, C. Wall. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, location recording, film synchronizing, complete film recording services.

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Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. (For detailed information see listing under Program Producers).

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Rockhill Radio, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. (For detailed information see listing under Radio, Television, FM Producers.)

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Roth Berdun School of Stage & Radio

4464 Cass Ave., Detroit 1, Mich. Phone, Temple 1-2552. Manager, Miss Ethel Miller; Director of voice and recording teachers, James C. Young. SERVICES OFFERED: Commercial recordings: vocal, instrumental and speech; air checks. No radio transcriptions made.

•

G. Schirmer, Inc.

3 East 43rd St., New York, N. Y. Phone, MUrray Hill 2-8100. President, Gustave Schirmer; Secretary, Helen Fitzpatrick; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, Hugh Gunther; Accompanist-Coach, Ruth Baldwin. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

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Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. (For detailed information see listing under Program Producers).

Service Programs

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3489. (For detailed information see listing under Program Producers).

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Harry Smith Recordings

2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. SERVICES OFFERED: Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

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Sound Recording Service

76 Brookwood Rd., Rochester 10, N. Y. Phone, Culver 5548. Manager, George S. Driscoll. SERVICES OFFERED: Broadcast and audition recordings and transcriptions, air-checks.

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Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. (For detailed information see listing under Radio, Television, FM Producers.)

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Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, HIllside 0188. Partner, Gerald King; Production Manager, Jack Richardson. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Partner, M. M. Blink, 1 E. 54th St., New York, N. Y. Phone, PLaza 3-6690. Alex Sherwood, Sales Manager. P. O. Box 933, Dallas, Texas. Manager, Herbert Denny. SERVICES OFFERED: Library, sound effects library, transcriptions.

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Studio & Artists Recorders

6107 Sunset Blvd., Hollywood, Calif. Phone, HIllside 8241. General Manager, Mack Finston; Engineer, Jerry Hayman; Assistant Manager, Iva W. Case. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.

L. S. Toogood Recording Co.
(Also Known as Chicago Recording Co.)

Chicago Recording Co.

221 N. La Salle St., Chicago, Ill. Phone, CEntral 5275. President, L. S. Toogood; Secretary, Jane Fogelsanger. SERVICES OFFERED: Manufacture of electrical transcriptions.

•

Tel-A-Recordings, Inc.

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Transcribed Radio Show

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. (For detailed information see listing under Radio, Television, FM Producers.)

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United Broadcasting Co.

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Matthew Hoffman. SERVICES OFFERED: Transcriptions, studio program production, off-the-air and off-the-line recordings, spot announcement service, mobile recordings.

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Universal Recording Co., Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 5-4895. Office Manager, Vera Maillet; Recording Manager, R. M. Baruch. SERVICES OFFERED: Transcriptions; off-the-air and off-the-line recordings; master and studio recordings; audition records.

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Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-4675. (For detailed information see listing under Radio, Television, FM Producers.)

Webber Radio Programs

401 Shops Bldg., Des Moines, Ia. Phone, Des Moines 2-0225, 2-0226. Owner-Manager, George W. Webber. SERVICES OFFERED: Transcriptions and production service.

•

Wiederhold Recording Studios

1941 Richmond Drive, Louisville 5, Ky. Phone, Highland 1567. George Wiederhold, Manager. SERVICES OFFERED: Recording service, off-the-air checks, program production, talent booking, vocal and speech instruction for radio.

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Lou Winston: Radio Producers of Hollywood

908 North Western Ave., Hollywood 27, Calif. Phone, Hollywood 6506. (For detailed information see listing under Radio, Television, FM Producers.)

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World Broadcasting System, Inc.

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711 Fifth Ave., New York 22, N. Y. Phone, WIckersham 2-2100. (For detailed information see listing under Radio, Television, FM Producers.)

•

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

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United Transcribed System

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Part. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

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Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. (For detailed information see listing under Program Producers).

LIBRARIES

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Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. Transcriptions. (For detailed information see listing under Radio, Television & FM Producers.)

G. C. Bird & Associates

1745 N. Gramercy Pl., Hollywood 28, Calif. Phones, HEmpstead 1753 and HOllywood 3981. G. C. Bird, manager. SERVICES OFFERED: Transcribed dramatic radio programs, open end, for syndication.

Feature Bureau

152 West 42nd St., New York, N. Y. Phone, WIsconsin 7-9715. Managing Editor, Bert Nevins; Editor, Marion Cahn; Assistant Editor, Nan Brown; Head of Script Dept., Jean Block. SERVICES OFFERED: We provide monthly scripts to women's radio programs . . . offer promotions and give-aways such as recipe and fashion booklets all exclusive to one women's program in a territory.

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone Devonshire 7357. Transcription. (For detailed information see listing under Radio, Television & FM Producers.)

Kermit-Raymond Corporation

14 East 52nd St., New York, N. Y. Phone, ELdorado 5-5511. Script and transcription. (For detailed information see listing under Program Producers.)

Lang-Worth Feature Programs, Inc.

Steinway Bldg., 113 W. 57th St. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Syndicated transcribed program; for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of music in transcription form.

Charles Michelson

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. Script and transcription. (For detailed information see listing under Radio, Television & FM Producers.) Program Producers.

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. Transcription. (For detailed information see listing under Radio, Television & FM Producers.)

NBC Radio-Recording

Radio City, New York, N. Y. Phone, CIrcle 7-8300. Transcription. (For detailed information see listing under Program Producers.)

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. Script. (For detailed information see listing under Radio, Television & FM Producers.)

Radio Writers Laboratory

RWL Scripts Building, Lancaster, Pa. Phone, Lancaster 2-1387. Director, M. S. Miller; Script Editor, Scott Clark; Special Features, Clark Addams. SERVICES OFFERED: Script library. Dramatic scripts; prepared commercial copy service; special features.

The Script Library

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. Station Contact, Martin Lawrence. SERVICES OFFERED: Script.

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, Hillside 0188. (For detailed information see listing under Radio, Television & FM Producers.)

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. Transcription. (For detailed information see listing under Radio, Television & FM Producers.)

A · S · C · A · P

By DEEMS TAYLOR

President, American Society of Composers, Authors and Publishers

THE American Society of Composers, Authors and Publishers, the leading performing right society in the United States, is an unincorporated, non-profit, voluntary association. The Society, which is the oldest American performing right society, has a total membership of 1,629 writers and 218 publishers; during the past year more than 39 writers and 15 publishers have become active members.

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ASCAP has continued to cooperate with the war effort to the fullest extent of its ability. The ASCAP scripts, which have been so successfully used by more than 600 of the 929 licensed radio stations, have been definitely slanted to emphasize civilian participation in war activities.

•

Our script department was utilized during the United States Treasury Department's Sixth War Bond drive, when we prepared eight 15-minute broadcasts. These programs were transcribed, and featured not only some of the music from the Society's tremendous repertoire, but also some at-the-front interviews with our service men on Guam, Saipan, and many other theatres of operation. The transcriptions were used by radio stations throughout the entire country.

•

With the launching of the Liberty Ship Ethelbert Nevin, sponsored by Local 802 of the American Federation of Musicians, the ASCAP board of directors voted to purchase a complete library for the use of the ship's crew.

•

It is significant that the majority of leading ASCAP songwriters have been tremendously active not only within the organization, but on their own in bringing entertainment to wounded service men in various military hospitals. Through the cooperation of its membership, the Society has furnished entire units for service men's shows at the National Press Club at Washington, D. C.

•

Last March, ASCAP, in collaboration with the American Theatre Wing Music War Committee, sponsored a concert in tribute to its member, the late Larry Hart. The proceeds from this concert, as well as the proceeds from the concert given last January in conjunction with the Los Angeles Times, were donated to the Armed Forces Master Records, Inc. Some of the money from the Larry Hart concert has been used to establish a "contemporary music" room in the New York Public Library System.

•

In the field of industrial music ASCAP, in close cooperation with production officials of the war effort, has issued licenses for its entire repertoire in industrial plants for the nominal fee of $1 per year for the duration.

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ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

By CLINTON M. FINNEY

President

FOUNDING OF AMP: Associated Music Publishers, Inc., was founded as a private corporation in the State of New York on December 22, 1926. Radio licenses have been issued since August, 1928. The corporation conducts a music publishing business and is exclusive agent for numerous foreign music publishers.

Scope: The AMP repertoire, representing 45 U. S. and European catalogs, has now been increased to include 500,500 titles, of which approximately 18,500 are copyrights. Copyright registration in Washington is in the name of AMP as owner. Ranging from symphonic works to dance music, including concert works for ensemble, solo instruments and voice, its repertoire constitutes a flexible and rich source of distinctive music for radio program builders.

AMP licenses: Licenses cover performing rights, "small" (i.e., strictly musical) and "grand" (i.e., musical-dramatic.) AMP's radio license is unique in that it covers "small" and "grand" rights under a single fee. The radio license stipulates that: (1) the monthly fee shall be equal to a station's highest quarter-hour rate card; (2) that AMP will sell the licensee any music (covered by the license) which is for sale, and rent such music as is not for sale; (3) that AMP will indemnify the licensee against claims arising from the use of music covered by the license.

AMP licensees: The national networks, the principal regional networks and most of the important independent radio stations are holders of AMP licenses.

AMP headquarters: 25 West 45th Street, New York City. Telephone BRyant 9-0845. Cable address: MUSICPUB—NEWYORK.

AMP officers: C. M. Finney, President; John R. Andrus, Vice-President and Treasurer; Ben Selvin, Vice-President; Anna M. Kerner, Secretary; Gretl Urban, Manager, Music Department.

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Luckardt (See Simrock)
Otto Maass
Nagel Musical Archives
Ondet (See Editions Eschig)
Philharmonischer Verlag (See B. Schott's Soehne)
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*Winthrop Rogers Ltd. (See Boosey & Hawkes Ltd.)
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B. Schott's Soehne
Filmusik Union
Grosch Verlag
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Carl Simon (See Breitkopf & Haertel)
N. Simrock
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* Symphonic Works only, as per special list.

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BROADCAST MUSIC, INC.

By M. E. TOMPKINS
Vice-President and General Manager

NINETEEN HUNDRED AND FORTY-FIVE is the twenty-fifth anniversary of radio. BMI wholeheartedly celebrates this great event in the history of the industry which created it, and celebrates at the same time its own fifth anniversary. The broadcasting industry can well be proud of its great record of public service during the past twenty-five years, for radio now occupies an invaluable place in the life of the nation.

More than 600,000 titles are listed as available for use in the latest BMI catalogue. These titles range all the way from arrangements of the classics to the hottest swing.

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Bulletins are sent out periodically listing vital changes in the catalogue, so that the Index is always kept up to date. In addition, the Research Department which does this work is always at the service of BMI licensees.

The BMI FIELDMEN are specially trained to be of use to stations. They call on broadcasters with helpful suggestions for better programming, and are continually gathering opinions and suggestions from station men with an eye to making improvements in BMI's service.

The STANDARD DEPARTMENT continues to add music which never falls out of public favor to station libraries.

One of the highlights of standard music service in 1944 was the completion of BMI's affiliation with the American Composers Alliance to which most of America's leading serious composers belong. Through this agreement, broadcasters now have available, without additional cost, symphonic, orchestral and chamber music works, and are able to obtain scores and sets of parts without charge.

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BMI's new record catalogue lists approximately 30,000 phonograph records performable exclusively by licensees of BMI.

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The Script Department sends out weekly releases of shows that really sell. These programs range all the way from five-minute shows to thirty-minute productions. A sizable sheaf of letters from delighted commercial managers indicates that these programs are a salable product.

According to a station's needs, it receives regular shipments of concert, popular, hillbilly and other music.

The NEWSLETTER carries a weekly message on music to program directors and musical directors.

The BMI MUSIC MEMO is issued weekly to keep the record programs up to the minute on the latest releases, and provide background material on the artists who appear on the discs.

In North America today there are 970 commercial stations licensed by BMI—and a long list of national and regional networks.

This is but a partial list of the many BMI services to its licensees.

More and better service to the broadcasting industry is BMI's keynote for 1945.

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A-B Company Song Productions, The
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Acme Music Corporation
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Acuff-Rose Publications
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Airlane Music, Inc.
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All American Publications
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Allen Intercollegiate Music, Inc.
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Allied Music, Inc.
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Alva Music Publishing Company
Alvin Music Corporation
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American Composers Alliance, Inc.
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American Music, Inc.
American Performing Rights Society, Inc.
American Song Publications
American Song Publishing Co.
Amigo Music Publishing Co.
Amphion Publishers
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Apex Music, Inc.
Appleton-Century, D. Co., Inc.
Aragon Music Co.
Arberne Music Co.
Arcadia Valley Music Publishers
Argus Music Co.
Armann, Halldor E.
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Associated Composers, Inc.
Aurora Music Publishers
B-K Publishing Company
Bach Music Publishers
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Ball Music Publishing Company
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Balmore, Roger
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Barclay Music Corp.
Barnes, Samuel D.
Barnett, John W.
Barnhart Publications
Barres Publications
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Bartlett & Hartmann Music Publishers, Inc.
Baskin, Sidney
Bava, John
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for the best songs. From among the thousands in our popular catalog, we're proud to present these top tunes:

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WHAT A DIFF'RENCE A DAY MADE
SANTA MARTA
IN MY LITTLE RED BOOK
EV'RYBODY'S SEEN HIM BUT HIS DADDY
CALYPSO MOE
NEGRA CONSENTIDA
(MY PET BRUNETTE)

EDWARD B. MARKS MUSIC CORPORATION
R.C.A. BLDG. RADIO CITY NEW YORK

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Bendt, Dorothy Sanders
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Beverly Music Company
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Billboard Music Publishing Co.
Billings, Lucille
Billings, Vivien
Biltmore Music, Inc.
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Blane Music Co.
Blau, Larry Music Co.
Block, Martin Publishing Co., Inc.
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Blue Note Records
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Botts, Ida Bassett
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Bourne, Al
Branders Music Co.
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British American Publications
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Bronx Music Publishers
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Buel, Marshall M.
Bulkley, L. H., Publisher
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Burns & Crowe Publications
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California Music Publishers
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Calvin, John
Cameron Music Co.
Campbell Music Co.
Campbell-Porgie, Inc.
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Canterbury Publications
Cantrell Music Publications
Capital Music Co.
Capitol Music Co.
Cardinal Music Publications
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Carillon Publishers
Carleton & Dixon, Inc.
Carlton, Joseph
Carnegie Publishing Company
Carney, Alvin E.
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Carr-Hildy Music Company
Cascales, Joe, Music Publisher
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Cason Music Corp.
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Catena, Florence
Cavalcade Music Co.
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Chanove, Hazel V.
Charm Music Company
Charter Music Publishers
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Chelsea Music Corp.
Cherio Music Publishers, Inc.
Chism, Leon T.
Cholvin Music Sales
Churchill Publications
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Cine-Mart Music Publishing Co.
Cinema Songs, Inc.
Cinephonic Music, Inc.
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Clavier Music Publishers
Clover Publishing Co.
Clow, O. B.
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Cochran, Wally
Cole Corporation, M. M.
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Collins, Francis Joseph
Collwill Corporation
Colonial Music Pub. Co.
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Commonwealth Music Co.
Concert & Radio Music Co.
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Cross & Winge (American Music, Inc.)
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Crossroads Music Co.
Crowe, Edward
Crowe, Edward, and Pyle, Pete
Crowell, Beulah
Crowell Music Pub.
Crown Music Co., Inc., Ltd.
Crown Music Company
Croxton Pub. Co.
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Dan-Pell Songs
Darrell, Jack Music Publishers
Davidson & Maxon Music Publishers
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Dawn Music Co.
De Cimber Music Pub.
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Debin Music Company
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Derby Tunes
Desert Music Publishers
Desmoni, Martin J.
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Grunes, David J.
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Haims, P. L.
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Harmony House
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Marion and Son Publishing Co.
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Orange Music Publishers
Oriental Music Co.
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Out West Music Publisher, The
Ozark Mountain Music Publishers
P. M. Music Pub. Co.
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Parade Music Company
Paragon Publishers
Patriotic Music Publishing Co.
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Penn-Sylvan Publications
Peskin Music Pub. Co.
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Pitts, P. S., Publications
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Portland Music Company, The
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Prestige Music
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Ross Music Pub. Co.
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Shermack Company
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Singmore Music Publishers
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Smith, Jerry
Society Of Jewish Composers, Publishers and Songwriters
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Sons Music Pub. Co.
Standard Publications
Stark Music Printing Company
Starlight Music Company
Steele, Ted Publishing Co.
Stern, Jos. W., & Co.
Steven, Arthur Publications
Stover Music Company
Stratton, A. D., Music Co.
Striplin, Mary A.
Stroube, Walter A.
Sun Ray Music Publishers
Sunnyside Music Publications
Sunshine Music Company
Superior Melodies Publishing Co.
Sweet Music Publications
Swing Music Publishers
Symbolic Music Publishing Co.
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Tele-Mus Publishing Company, Inc.
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The "440" Music Publishing Company
Three Boys Music Company, The
Tiffany Music Co.
Timberland Publishing Co.
Time Music Co.
Times Square Music Co.
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Tompkins, Clarence & Cuff, Paul
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Transatlantic Music Company
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Treasure Chest Publications
20th Century Music Publishers
Tyrone Publications
U. S. and International Music Pub.
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United Music, Inc.
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Vanguard Songs
Variety Music Company
Vee Bee Music Co.
Vernon Music Publishers
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Wade, Franklin, Publications
Walden, Orville Co.
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Waldorf Music Company
Warner Studio
Washburn, Rozella T.
Waters Music Publishing Co.
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Wemar Music Corporation
Wesjay Music Corp.
West Coast Music Publishers
West Phila. Music Centre
Westmore Music Corp.
Westmount Music, Inc.
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Whitney, F. E., Publications
Wilcox Music Pub. Co.
Williams & Williams
Willis-Woodward Music Co.
Wilson Publishing Co.
Winters, Leo., Inc.
Witro Music Publishing Co.
Wizell, Murray Music Company
Woodland Music Company
Woods Music Co.
World Wide American Classics
Worldwide Music Publishers
Wright Publishing Company
Wrightman, Neale
Zaboy-Landino Music Company
Zoeller Music Company

S·E·S·A·C, Inc.

By PAUL HEINECKE

President

SESAC celebrates its fifteenth anniversary as a leading performance rights organization in 1945.

In the years in back of us, we take pride in the growth of our organization and particularly in the confidence in which we are held by the entire radio industry. With practically every one of the 900 odd stations enjoying long term agreements with us, we are facing 1945 and the years to come with but one resolve uppermost in our plans: **To Be Of Service.**

•

To carry out this watchword of our organization we pledge:

1. Our station relations staff will continue to visit every radio station in the country during the year and assist station executives with their operational problems and music requirements.
2. To augment and pass on to the stations proven sales plans. This work made available by our station relations staff without cost was inaugurated last year and met with the thanks of many operators.
3. To continually improve the service features of our Program Service Department. In addition to helping stations with their programming problems, its main accomplishment of the past year was its preparation and publication of the SESAC PROGRAM BUILDER. This 160 page volume was sent to every station executive in America and met with enthusiastic and unstinted praise and commendation.
4. The past year saw the inauguration and the production of SESAC transcriptions. These transcriptions met with the approval of the many stations throughout the country which purchased them at practically cost. The success of these transcriptions has led us to plan for further developments in this new field.
5. We pledge to continue our liaison work for the United States Treasury in furthering the sale of War Bonds. Since the War started, we have been closely allied with the War Finance Division and our station relations staff, through its voluntary endeavors, has been able to assist the industry with its reports containing constructive suggestions obtained from the stations throughout the country and reporting on the outstanding War Bond programs.

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SESAC's vast repertory of music from the catalogs of more than 100 publishers covers the full gamut of the art, from standard tunes to hillbilly. Our First Service feature to the industry is the simplicity of our system of licensing. There is no complicated bookkeeping entailed, no copyright clearance headaches, extra fees, restrictions or making out of troublesome logs.

We want to continue to merit our position and enjoy the industry's confidence in the future as in the past, hence—SESAC is at **Your Service.**

PUBLISHERS

Accordion Music Publishing Co.; New York
including
Deiro, Pietro
Albright Music Company (See National Music Company, Inc.)
Alford, Harry L.; Chicago
Alkire Publications, Eddie; Easton, Pa.
Altschuler, J. (See "P.W.P.")
Arct, M.; Warsaw
Ashmall Company, Wm. E. (See McLaughlin & Reilly Co.)
Augsburg Publishing House, Minneapolis, Minn.
Avalon Music Publishing Co. (See Stirling Music Publishing Co.)

Barnes, A. S., and Company, Inc.; New York
Barnhouse Company, C. L.; Oskaloosa, Ia.
Barwicki, K. T. (See "P.W.P.")
Beirly Company (See Chart Music Publishing House, Inc.)
Benson Publishing Co., John T.; Nashville, Tenn.
Berge Music Co. (See McLaughlin & Reilly Co.)
Braun, Hubert J.; Chicago
including:
Braun Music Co.
Braun Organization, The
Broadcast Music Publishers (See National Music Company, Inc.)
Brumley, Albert E.; Powell, Mo.
Bryant Music Company; New York

Calbo, N.; Barcelona (compositions as per list issued)
Capitol Music Co. (See National Music Company, Inc.)
Catholic Music Co. (See McLaughlin & Reilly Co.)
Central Music Co. (See Ramsey, Will M.)
Chart Music Publishing House, Inc.; Chicago
including:
Beirly Company, Alfred
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Littig Music Publishing Co., Frank
Warde, Harry
Warner, F. Eugene
Western Accordion Music Company
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Coanacher, B. (See Chart Music Publishing House, Inc.)
Composers Press, Inc., The; New York
Concord Music Publishing Co., Inc.; New York
Culla, Antonio; Barcelona (compositions as per list issued)

Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
(See Firm Foundation Publishing House)
Deiro, Pietro (See Accordion Music Publishing Co.)
Denison & Company, T. S.; Chicago
Di Bella, O.; New York
Do Re Mi Fa Casa Editora de Musica (See Ediciones Internacionales Fermata)

Ediciones Fermata (See Ediciones Internacionales Fermata)
Ediciones Internationales Fermata; Buenos Aires (South American Publications)
including:
Ediciones Musicales Pampa
Do Re Mi Fa Casa Editora de Musica
Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
Ediciones Rodoch (C. Rodriguez); Bilbao (compositions as per list issued)
Ediciones A. Urmeneta; Barcelona (compositions as per list issued)
Edition "Jastrzab" (See "P.W.P.")
including:
Rudnicky, Walery
"W.J.R."
Rzepecki, J.
Editions "Olympia" (See "P.W.P.")
Edition Pro Arte (See "P.W.P.")
Eulenburg, Ltd.; Ernst; London
Fairbank Company, H. W. (See National Music Co., Inc.)
Fermata (See Ediciones Internacionales Fermata)
Ferrill, J. W. (See Quartet Music Company)
Firm Foundation Publishing House; Austin, Tex.
including:
Trio Music Co.

Gebethner & Wolff; Warsaw
Georgi & Vitak Music Co. (See Vitakelsnik Co.)
Gilbert Music Company (See McLaughlin & Reilly Co.)
Gornston, David; New York
Gospel Music Publications (See Hathaway, Franklin Earl)

Grabczewski, F.; Warsaw

Haberer-Helasco, Hermann; Madrid-Lisbon
including:
Solunastra Publications
Hall Music Co., The; Maryville, Tenn.
Hall & McCreary Co.; Chicago
Hanson, E. Eddy (See National Music Company, Inc.)
Harmonia Edition Publishing Co.; New York
including:
Harmonie Publications and Rondo Publications
Hart's Music Company (See National Music Co., Inc.)
Hartford Music Co., The; Hot Springs, Ark.
Hathaway, Franklin Earl, Music Publisher; Chicago
including:
Gospel Music Publications
Helasco (See Haberer-Helasco)
Henson Music Publisher, J. M.; Atlanta, Ga.
including:
Morris-Henson Music Co.
Southern Music Plate Co.
Hoffman Company, Raymond A.; Chicago
Holbrooke, Josef (See Modern Music Library)
Huffer, Fred K. (See Chart Music Publishing House, Inc.)

Jastrzab (See Edition "Jastrzab")
Jewell Music Co., Fred; Worthington, Ind.

Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
Keene, Inc., Hank; South Coventry, Conn.
Kelman Music Corp.; New York
King Music House, Inc., K. L.; Fort Dodge, Ia.
Kjos Music Co., Neil A.; Chicago
including:
Max and Beatrice Krone
Krachtus, John; Chicago
Krone, Max & Beatrice (See Kjos Music Co.)

Lebendiger, Henryk (See Ediciones Internacionales Fermata)
Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)
Liturgical Music Company (See McLaughlin & Reilly Co.)
Liturgical Music Press, Inc.; New York

McLaughlin & Reilly Co.; Boston
including:
Liturgical Music Company
Catholic Music Co.
Also including compositions taken over from
Wm. E. Ashmall & Co.
Berge Music Company
John Singenberger
Otto Singenberger
Gilbert Music Company
Modern Music Library, Josef Holbrooke; London
Mora, Jose; Barcelona (compositions as per list issued)
Morris-Henson Music Co. (See Henson Music Publisher, J. M.)
Music Press, Inc.; New York
Music Products Corporation (See Pallma Music Products)

National Music Co.; Fort Worth, Texas
National Music Co., Inc.; Chicago
including:
Albright Music Company
Broadcast Music Publishers (See E. Eddy Hanson)
Capitol Music Co.
Fairbank Company, H. W.
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Co. (See Eddie Hanson)
Standard Songs (See Eddie Hanson)
Windsor Music Company
also including compositions taken over from:
E. Eddy Hanson
Nattrass-Schenck, Inc., New York
Network Music Publishers (See Top Music Publishers, Inc.)
Nowa Scena; Warsaw

Olympia (See Editions "Olympia")
Orduna, Leopoldo; Barcelona (compositions as per list issued)

Pagani, O., & Bro.; New York
Pallma Music Products; Chicago
including:
Pallma Music Publisher, Frank
Music Products Corporation
Panella, Frank A.; Pittsburgh, Pa.
Parks Company, J. A., The; York, Neb.
Parris Music Co.; Jasper, Ala.
Perry's Sons, A. W.; Sedalia, Mo.
Pioneer Music Press; Salt Lake City
including:
Wheelwright, Lorin F.
Polskie Towarzystwo Muzyki Wspolczes Nej; Warsaw (See "P.W.P.")
Popular Music Publications (See National Music Co., Inc.)

Pro Arte (See Editions Pro Arte)
"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw

Quartet Music Company; Fort *Worth*, Texas
including:
J. E. Thomas
A. O. Thomas
J. W. Ferrill

Radio City Guitar Studio; New York
Ramsey, Will M.; Little Rock, Ark.
including:
Central Music Co.
Ramsey & Parker (See Firm Foundation Publishing House)
Revival Music Company, The; Searcy
including:
Walls, W. M.
Rodoch (See Ediciones Rodoch)
Rodriguez (See Ediciones Rodoch)
Rondo Publications (See Harmonia Edition)
Rudnicki, Walery (See Edition "Jastrzab")
Rzepecki (See Edition "Jastrzab")

Sacred Music Foundation, The; Los Angeles, Calif.
including:
Herbert G. Tovey
Sajewski, W. H.; Chicago
Schmidt Co., The Arthur P.; Boston
Schmitt Music Company, Paul A.; Minneapolis
Schuberth, Edward, & Co., Inc.; New York
Select Music Company (See National Music Company, Inc.)
Seyfarth, G. (See "P.W.P.")
Showalter Company, The A. J.; Dalton, Ga.
Simon, Frank; Middletown, Ohio
Singenberger, John (See McLaughlin & Reilly Co.)
Singenberger, Otto (See McLaughlin & Reilly Co.)
Sisk Music Company, The; Toccoa, Ga.
Smith Music Co., Inc., Wm. J.; New York
Solunastra (See Heberer-Helasco)
Southern Music Plate Co. (See Henson Music Publisher, J. M.)
Stamps-Baxter Music & Printing Company; Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
including:
V. O. Stamps Music Company
Stamps-Baxter Music Company
Standard Music Company (See National Music Company, Inc.)
Standard Songs (See National Music Company, Inc.)
Stirling Music Publishing Co.; New York
including:
Avalon Music Publishing Co.

Tennessee Music and Printing Co.; Cleveland, Tenn.
Thomas, J. E.
Thomas, A. O.
(See Quartet Music Company)
Top Music Publishers, Inc.; New York
including:
Kanner Music Publishing Co.
Network Music Publishers
Tovey, Herbert G. (See Sacred Music Foundation, The)
Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw (See "P.W.P.")
Trio Music Co. (See Firm Foundation Publishing House)

Union De Compositores; Barcelona, Spain (compositions as per list issued)
Urgelles, J.; Barcelona (compositions as per list issued)
Urmeneta (See Ediciones A. Urmeneta)

Vaughan, James D.; Lawrenceburg, Tenn.
Vitak-Elsnic Co.; Chicago
including:
Georgi and Vitak Music Co.

Walls, W. M. (See Revival Music Company)
Warde, Harry (See Chart Music Publishing House, Inc.)
Warner, F. Eugene (See Chart Music Publishing House, Inc.)
Warszawski Towarzystwo Muzycne (Warsaw Music Society); Warsaw
Weaner, Maxwell (See Weaner-Levant Publications)
Weaner-Levant Publications; New York
including:
Weaner, Maxwell
Western Accordion Music Company (See Chart Music Publishing House, Inc.)
Whitney Blake Music Publishers; New York
Windsor Music Company (See National Music Company)
Winsett, R. E.; Dayton, Tenn.
"W.J.R." (See Edition "Jastrzab")

Yanguas, Mariano; Madrid (compositions as per list issued)

"Zaiks" Zwiazku Autorow, Kampozytorow I Wydawcow; Warsaw (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")
Zalewski, B. J.; Chicago

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Sports Commentators

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"BLONDIE"

CBS

Radio Artists

☆ — their work during 1944 ☆

— A —

ABBOTT, BUD
NBC, Abbott and Costello.

ACE, GOODMAN
CBS, Easy Aces.
ACE, JANE
CBS, Easy Aces.
ADAMS, INGE
Treasury Hour, Ethel Barrymore, Radio Guild, Light of the World.
ADAMS, WYLIE
Young Widder Brown, Great Plays, School of the Air.
ALBA, ALNEY
The Gumps, Al Pearce Show, The Goldbergs, John's Other Wife.
ALEXANDER, A. L.
MBS, Mediation Board.
ALLEN, BARBARA JO (Vera Vague)
NBC, Pepsodent Show.
ALLEN, CHARME
David Harum, Buck Private, Women of Courage, Kate Smith Hour.
ALLEN, DAYTON
Stage Door Canteen, Cavalcade, Salute to Youth, Philip Morris Playhouse.
ALLEN, FRED
CBS, Texaco Star Theatre.

ALLEN, GRACIE
CBS, Swan Soap Show.

ALLEN, JULIE B.

ALLEN, MARIAN RANDOLPH
Radio Guild, Women of Courage, Young Dr. Malone, Strange As It Seems.
ALLEN, VERA
Young Widder Brown, Aunt Jenny, Rudy Vallee Hour, Al Jolson Show.
ALLENBY, PEGGY
David Harum, Young Dr. Malone, Second Husband, Life Can Be Beautiful, Adventures of a Modern Mother.
ALIKI
Big Sister, Portia Faces Life, Report to the Nation.
ALLGOOD, SARA
CBS, Burns & Allen Show.
ALLMAN, ELVIA
NBC, Abbott & Costello.
AMECHE, JIM
What's New?, Hollywood Open House, Here's To Romance.

AMECHE, DON
What's New?, Chase & Sanborne.

AMOS, NANCY
KFH, Wichita, Kans.
AMOURY, DAISY
Ellery Queen, Special Broadcasts from Nassau, Bahamas.
ANDERSON, BARBARA
Road of Life, Guiding Light, Lonely Woman, Bachelor's Children.
ANDERSON, MARJORIE
The Shadow, Bright Horizon.

ANDERSON, EDDIE (Rochester)
NBC, Jack Benny Show.

ANTHONY, JOHN J.
MBS, Goodwill Hour.
ANGUS, DR. WM.
CKWS, Kingston, Can.
ARCHER, JOHN
KHJ, The Shadow.
ARCHER, OSCEOLA
NBC, WEVD, WBIG.
ARNOLD, BETTY
CBS, NBC, Ma Perkins.
ARQUETTE, CLIFF
Blue, Star of Glamour Manor.
ARTHUR, JACK
NBC, CBS, When a Girl Marries, Gay 90's.
ARTIST, MICHAEL
CBS Workshop, School of the Air, Let's Pretend, Cresta Blanca Carnival.
ASCOT, RITA
CBS, NBC, Ma Perkins, WGN.
ASHWORTH, JEAN
Death Valley Days, March of Time, Truth or Consequences, Big Sister.
AUDLEY, ELEANOR
Easy Aces, Joe & Mabel, The Goldbergs.
AUERBACH, ARTIE
NBC, Abbott & Costello, Star Playhouse.
AYERS, JACKIE
Aunt Jenny, March of Time, Easy Aces, Cresta Blanca Carnival, Let's Pretend, Salute to Youth.

— B —

BAIN, DONALD
Grand Central Station, Johnny Presents, Lincoln Highway.
BAKEN, BONNIE
Coast to Coast on a Bus, Recordings.
BAKER, ART
MBS, Never Too Old.
BAKER, PHIL
CBS, Take It or Leave It.
BALL, GEORGE
WGBR, Goldsboro, Junior Jamboree.
BALLARD, FRANCIS
WSLS, Roanoke, Va.
BARCLAY, JOHN
WGN, Chicago.
BARLOW, VIVIAN
CBS, Forty-five Minutes in Hollywood, WEAF, A Woman Views the News, Guest Spots.
BARNES, AMANDA
WBT, Charlotte, N. C. Just Home Folks.
BARNES, JEANE
WBT, Charlotte, N. C. Just Home Folks.
BARNES, PAUL
WGN, Human Adventure.
BARNES, RIDGE
WBT, Charlotte, N. C. Just Home Folks.

BARRETT, TONY
Molle Mystery, Report to the Nation, We, The People, Famous Jury Trials, Portia Faces Life, Armstrong Theatre, Kate Smith Hour, Big Town, Pepper Young's Family, Man Behind the Gun, Woman of America.

BARRIER, ERGAR
NBC, The Saint.

BARROW, BERNARD
WSYR, Syracuse, N. Y.
BARROWS, RICHARD
Kate Smith Hour, Aldrich Family, March of Time, Ellery Queen.
BARRYMORE, LIONEL
CBS, Mayor of the Town.
BASHEIN, NANCY
Kate Smith Hour, Our Barn, Coast to Coast.
BATES, JEANNE
NBC, Opportunity.
BAUER, CHARLOTTE
Blue Playhouse, Second Husband, Cavalcade of America.
BAUERSMITH, PAULA
Julia Ramsey, CBS Workshop, Big Sister.
BATES, BARBARA
WOW, Omaha, Neb.
BAXTER, BEATRICE, S.
In Betweens, Child Heroes, Headlines in Action.
BEACH, BILL
March of Time, Aldrich Family, Kitty Foyle.

BEASLEY, IRENE
CBS, "Neighbors."

JACK CARSON

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M.C.A.

☆ MARY MARGARET McBRIDE ☆

"Columnist of the Air"

BECK, JACKSON
CBS, Valiant Lady, Brownstone Theatre, WOR, Cisco Kid, Recordings.

BEGLEY, ED.
Stella Dallas, Easy Aces, Just Plain Bill, Adventures of Charlie Chan, Big Sister, Mary Marlin.

BELL, AL.
WHO, Des Moines, Iowa.

BALLAVER, BARRY
Michael & Kitty, Joe & Mabel, Philip Morris Playhouse.

BELMORE, BERTHA

BENADARET, BEE
The Great Gildersleeve.

BENDIX, WILLIAM
Blue, The Life of Reilly.

BENNY, JACK
NBC, Grape Nuts Flake, Lucky Strike.

BENSON, ISLAY
Radio Guild, Young Dr. Malone, Bob Ripley's Show.

BERCH, JACK
WOR.

BERG, GERTRUDE
CBS, The Goldbergs.

BERGEN, EDGAR
NBC, Chase & Sanborn.

BERGHOF, HERBERT
Report to the Nation, Uncle Sam, Stage Door Canteen.

BERLE, MILTON
CBS, Let Yourself Go.

BERNTHAL, Rose
WSYR, Syracuse, N. Y.

BERRY, JOHN
Mercury Theatre of the Air, Campbell Playhouse, CBS Workshop.

BERRY, YOLANDA D'ESTE
Pres. Roosevelt's Campaign for Infantile Paralysis, On the Road to Freedom.

BERWIN, BERNICE
One Man's Family.

BETHUNE, IVY
School of the Air, Betty & Bob, Little Women.

BILLSBURY, RYE
WENR, Chicago, Ill.

BINYAN, CONRAD
CBS, Mayor of the Town.

BIRCH, JOSELYN
KVOX, Moorhead, Minn.

BISHOP, KATHERINE
Lincoln Highway, Kate Hopkins, When a Girl Marries.

BLACKBURNE, ARLINE
Grand Central Station, Lincoln Highway, Lux Radio Theatre.

BLACKBURN, JOYCE
WMBI, Chicago, Ill.

BLAIR, JULIUS J.
WSPD, Toledo, O.

BLANC, MEL
NBC, Judy Canova, Jack Benny, Abbott & Costello, CBS, Burns & Allen, Jack Carson, Blue, Ice Box Follies.

BLANC, SHIRLEY
Finders Keepers, True Story, Road of Life.

BLOCK, MARTIN

BLONDELL, GLORIA
Hollywood Mystery Time.

BLYTH, ANN
Coast to Coast, Our Barn, Dr. Christian.

BOBURN, BARBARA
Dramatic Shows Michigan Stations.

BOGUE, MERVYN
(Ish Kabibble-, Kay Kyser's College of Musical Knowledge.

BOLES, ATHENA LORDE
Kate Smith Hour, Words at War, Young Widder Brown, Grantland Rice, Adventure Ahead.

BOLES, JIM
Ellery Queen, Fanny Hurst, Big Sister, Kate Smith Hour, Terry and The Pirates, Arthur Hopkins Presents, Death Valley Days, Molle Mystery, Girl Back Home, March of Time.

BONDHILL, GERTRUDE
CBS, Bachelor's Children.

BONNELL, SAM
March of Time, Joe & Ethel Turp, Murder Clinic.

BOULTON, MILO
We, The People.

BOYAR, BURTON
Coast to Coast on a Bus.

BRACA, ELLA
Uncle Sam Series, Lux Theatre, Screen Guild Theatre, Dr. Christian.

BRACKEN, EDDIE
NBC, The Eddie Bracken Story.

BRADLEY, JOE
"Curley"
KHJ, Tom Mix Straight Shooters.

BRADLEY, TRUMAN
Screen Guild Theatre.

BRADY, FRED
Blue, Gracie Fields Show.

BRAHAM, HORACE
Woman of Courage, Easy Aces, Helen Hayes, The Goldbergs.

BRANT, BILL
KDKA, Pittsburgh, Pa.

BRENEMAN, MARK
CBS, Sunny Side of the Street.

BRENEMAN, TOM
Blue, Breakfast at Sardi's, Tom Breneman Highlights.

BRENNAN, FRANK
CHNS, Halifax, Can.

BREWSTER, JOHN
Woman of Courage, Stella Dallas, Kate Smith Hour, CBS Workshop.

BRICE, FANNY
CBS, Toasties Time, NBC, Maxwell House Coffee Time.

BRISBANE, YVONNE
WCBI, Columbus, Miss.

BRITT, JUANITA
WLBJ, Bowling Green, Ky.

BROADLEY, EDWARD
Campbell's Soup, Columbia Workshop, Lux Radio Theatre.

BROCK, ALAN
WMC-MBS, Joyce Jordan, Salute to Youth, It Might Have Been You.

BRODY, STEWART (Steve)
Victory Hour, Armstrong Theatre, Land of the Free.

BROWN, HELEN
Chase & Sanborn, Big Town, Maxwell House.

BROWN, JEFF
Stage Door Canteen, The Goldbergs, Blue Playhouse.

BROWN, JOE E.
Stop or Go.

BROWNING, ETHEL
Helen Hayes, Aunt Jenny, Mr. District Attorney.

BRUCE, BARBARA
Julie, March of Time, Fred Allen Show.

BRUCE, EDWIN
The Open Door, Bright Horizon, Report to the Nation.

BRUCE, NIGEL
KHJ, Sherlock Holmes.

BRYAN, ARTHUR Q.
NBC, McGee & Molly, Fitch Band Wagon.

BRYAN, BETTY
KVCV, Redding, Calif.

BRYAN, JOAN
KVCV, Redding, Calif.

BUCKLEY, FLOYD
NBC, CBS.

BUEHLER, BUDDY
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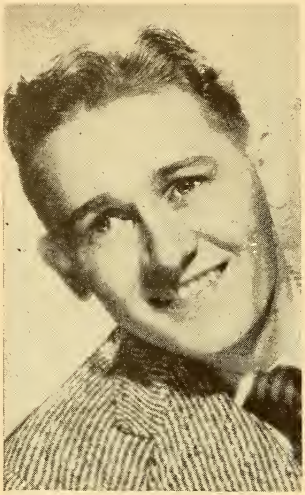

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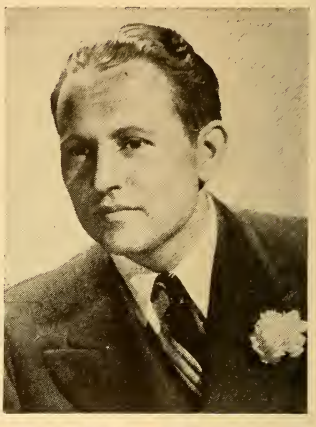

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Charlotte Tinsley
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Marion McWilliams

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RADIO PRODUCTIONS
HOLLYWOOD

BUELL, HELEN
The Baxters, Bachelor's Children's, Ma Perkins, Helen Trent, Hot Copy, Author's Playhouse, Road of Life.
BUNCE, ALAN
Young Dr. Malone, David Harum, Rudy Vallee Show.
BURBRIDGE, WM.
March of Time, Reader's Digest, Fred Waring's Show.
BURGESS, HAELE
Marriage Clinic, Big Sister, Chateau Reporter.
BURKE, BILLIE
Fashions in Rations, CBS.
BURLEN, MARGARET
Report to the Nation, Kitty Kelly, Behind the Mike.

BURNS, BOB
NBC, The Arkansas Traveller.

BURNS, EILEEN
True Story, One of the Fines, Woman of Courage.

BURNS, GEORGE
SWAN SOAP SHOW, CBS.

BUTTERFIELD, HERB.
WGN, Human Adventure, Freedom of Opportunity, Chicago Theatre of the Air.
BYRNES, GRACE
KOY, Phoenix, Ariz., Story Book Hour.

— C —

CALVERT, LUCILLE
WIBC, Indianapolis, Ind.
CALVERT, PATRICIA
Kitty Kelly, Just Plain Bill, Lux Radio Theatre.
CAMPBELL, PATSY
March of Time, Ethel Barrymore Show, Right to Happiness, Keep Up With the World.
CANOVA, JUDY
CBS, Judy Canova Show.
CANTOR, CHARLES
NBC, Duffy's Tavern.

CANTOR, EDDIE
NBC, Time to Smile.

CAPELL, PETER
John's Other Wife, Stella Dallas, CBS Workshop.
CARL, CLIFF
WHO, Des Moines, Iowa.
CARLON, FRANCES
Against the Storm, Mary Marlin, Big Town, John's Other Wife.
CARLON-REID, LINDA
The Parker Family, Dr. Christian.
CARMICHAEL, HOAGY
KHJ, Tonight at Hoagy's.
CARNEGIE, DALE
WOR, New York.
CARNEY, DON.
MBS, Uncle Don.
CARPENTER, LAURA MAE
The Goldbergs, Street Time, Easy Money.

CARSON, JACK
CBS, The Jack Carson Show.

CARTER, BEN
NBC, Bob Burns Show.

CARVER, ZEB
MBS-WOV.

CASSIDY, THOMAS P.
KFAC, Los Angeles, Calif.
CHAMBERS, GARDE
WHK, Cleveland, O.
CHAMBERS, NORMA
Kathleen Norris, Radio Guild, Light of the World, CBS Workshop.
CHANDLER, GWEN
Camel Caravan, Road to Life, Philip Morris Playhouse.
CHANDLER, RUTH
Radio Guild, Young Dr. Malone, Your Voice and You.
CHAPMAN, BRUCE
WOR, The Answer Man.

CHIMES, MICHAEL
WNEW, Time for Chimes.

CHOAT, HELEN
Nick Carter, Radio Guild, Lux Theatre, Lincoln Highway.

CLAIR, EUGENIA
WNEW, Time for Chimes.

CLAIRE, HELEN
Lux Radio Theatre.
CLAPP, TOMMY
Blue Playhouse.
CLARKE, ALICE
IXO, El Centro, Calif.
CLARK COTTONSEED
CBS, The Hollywood Barn Dance.

CLARK, LON.
WOR, Nick Carter.

CLARKE, MARJORIE
March of Time, Big Ssister, Radio Guild.

CLARKE, PHIL

CLARKIN, PHYLLIS
WHEB, Portsmouth, N. H.
COHN, JEAN ARDEN
COLBERT, JEAN
CBS Workshop, Radio Guild, Lux Theatre.
COLE, SYLVIA
Famous Jury Trials, Joe and Ethel Turp.
COLEMAN, CONSTANCE
WHN, Consumers Club, WSFA, Montgomery, Ala.
COLLINS, TOM
CBS, Dear Jim, The Gallant Heart.

COLLYER, BUD
Superman, Truth or Consequences.
COLMAN, RONALD
NBC, Everything for the Boys.
COLONNA, JERRY
NBC, The Bob Hope Show.
CONNORS, FRANKIE
NBC, Finders Keepers.
CONNERY, JOHN
Texaco Star Theatre, Joe and Mabel, School of the Air.
CONTE, JOHN
Maxwell House Coffee.
COOK, IRA
KFAC, Los Angeles, Calif. Lucky Lager Time.
COOK, TOMMY
CBS, Blondie.
COON, DOROTHY
WTOL, Toledo, O.
COOPER, JERRY
WOR, The Jerry Cooper Show.
CORRELL, CHARLES J.
Amos 'N' Andy.
CORDNER, BLAINE
Pepper Young's Family, Radio Guild, Rudy Vallee Show.
COREY, LEE
KDKA, Pittsburgh, Pa.

COSTELLO, LOU
NBC, Abbott and Costello.

COTSWORTH, STAATS
Portia Faces Life, Superman, Casey, Press Photographer, Man Behind the Gun, Famous Jury Trials.

COTTEN, JOSEPH
KNX, America, Ceiling Unlimited.

COURTNEY, ALAN
1280 Club, Korn Kobblers, WOV, New York.

COWAN, IRENE
Pittsburgh, Pa.
COWLING, SAM
WENR, Chicago, Ill.
CRAMER, MARJORIE
The Black Hood.
CRAWFORD, PERCY REV.
MBS, Voice of Phopheey.
CREORE, PHYLLIS JEANE
Canteen Girl, My True Story, We, The People.
CROMWELL, RICHARD
NBC, Those We Love.
CROSBY, BOB
NBC, Old Gold Show.
CROSBY, HARRY LILLIS (Bing)
Kraft Hour.
CROWLEY, MATT
We, The People, Road of Life, John's Other Wife.
CURLEY, LEE
WGN, Tom Mix Straight Shooters.

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CURTIS, CLAIRE E.
Salute to Allies, Freedom's Workshop.

— D —

DAAB, KEN
NBC, Westinghouse.
DABNEY, AUGUSTA
WGN, KPO, KGO.
DA COSTA, MORTON
WCAU-WTMJ, School of the Air.
DALEY, CASS
Kraft Music Hall, Sammy Kaye Program.

DANBRIDGE, RUBY
Amos 'N' Andy, Hoagy Carmichael, Judy Canova, Lux Theatre, Silver Theatre.

DANIELS, MARK
KEX-KGW.
DART, VELMA
KDKA, Pittsburgh, Pa.
DARWIN, MARY
Manhattan Mother, Big Town, We, the Abbots.
DAVE, RED RIVER
WOR.
DAVIDSON, BILL
KECA, Memories in Melody.
DAVIES, GWEN
CBS, Blue, Blind Date, Let's Pretend.
DAVIS, DICK
Lux Theatre, I Love a Mystery, One Man's Family.
DAVIS, DIX
NBC, A Date with Judy.
DAVIS, HUMPHREY
Portia Faces Life, David Harum.
DAVIS, JACK
Gangbusters, Helen Hayes, Just Plain Bill.

DAVIS, JOAN
Frank Morgan Show, Sealtest Village Store.

DAWN, BENDER
One Man's Family.
DAY, DENNIS
Grape-Nuts Flakes.
DAY, NORMA
KCMC, Texarkana, Tex.
DEAN, EDDIE
CBS, Judy Canova Show.
DEANE, VIRGINIA
March of Time, Alice Blair, Manhattan at Midnight.
DECAMP, ROSEMARY
Dr. Christian.
De LEON, RAOUL
March of Time, This Is War, Cavalcade.
DePOLENZSKA, BARONESS
WINS, WAAT.
DeSANTIS, JOSEPH
March of Time, Gangbusters, Kate Smith.
DESOURDY, M.
CKRC, Winnipeg, Manitoba, Can.
DEVINE, ANDY
Melody Round-Up.
DEVITT, ALAN
Girl Interne.
DIAMOND, STEPHANIE
KDKA, Pittsburgh, Pa.
DICKS, TERRY
School of the Air, Behind the Mike, Goldbergs, Coast to Coast.
DICKESON, PATRICIA
KOIL, Omaha, Neb.
DICKSON, ARTELLS
School of the Air, CBS Workshop.
DILLON, JANE
WTIC, The Story Club.
DOLOKHOV, ADELLE
KDKA.
DONSON, JIMMY
The Aldrich Family.

DONALD, PETER
Guess Who? Can You Top This?

DONALDSON, TED
Life Can Be Beautiful, Against the Storm.
DONNELLY, ANDY
Hearts in Harmony, Second Husband, Aldrich Family, Philip Morris Playhouse.
DONNERWORTH, DIANA JOAN
Dr. Christian, Our Barn, Coast to Coast on a Bus.
DOOLITTLE, DON
Author's Playhouse, Brewster Boy, Mystery House.
DORN, CYRILLA
Cavalcade of Ameriea, David Harum, March of Time, CBS Workshop.

DOUGLAS, DON
Three Musketeers, School of the Air, Friend in Need, Grand Central Station, The Black Castle, MGM Screen-Test.

DOUGLAS, JACK
What's New?
DOUGLAS, SCOTT
Gangbusters, Counter Spy, Aldrich Family, Crime Doctor.
DOUGLAS, SHARON
Sealtest Village Store.

DOWNEY, MORTON
Songs by Morton Downey.

DREICER, MAURICE
WWRL, Woodside, L. I.
DRESSLER, ERIC
Cavalcade of America, Kathleen Norris, Lux Theatre.
DREW, BARRY
Lux Theatre, Woodbury Playhouse.
DREYFUSS, MICHAEL
Let's Pretend, Arch Oberler's Plays.
DULE, IRENE
WHK.
DUMKE, RALPH
Hook and Ladder Follies.
DUNN, EDDIE
Fun with Dunn.
DUNN, RICHARD
WSM, Nashville, Tenn.
DUNNINGER
Kem-Tone.

DURANTE, JIMMY
CBS, Durante-Moore Show.

DYRENFORTH, ROBERT
Human Adventure.

— E —

EAGER, JOHNNY
NBC, Finders Keepers.

EAST, ED & POLLY
Ladies Be Seated, Fun and Folly with Ed and Polly.

EASTMAN, CARL
Helen Hayes, Kate Smith, Mr. District Attorney.

EASY ACES

EDMUNDS, CLAIRE
Meet Mr. Meek.
EDWARDS, JACK Jr.
Aunt Mary.

EDWARDS, RALPH
NBC, "Truth or Consequences."

ELKINS, JEANNE
Reader's Digest, Gangbusters, We Love and Learn.
ELLEN, MINETTA
One Man's Family.
ELLIS, BOBBY
WGN, Freedom of Opportunity.
ELLIS, MAURICE
Goldbergs, Portia Faces Life.
ELMER, ARTHUR
It Paps to be Ignorant, Hall of Fame, Basin St.
ELSPETH, ERIC
Big Sister, Crime Doctor, Grand Central Station.
ELSTER, ANNE
Stella Dallas.
EMERSON, HOPE
Durante-Moore, Duffy's Tavern, Reader's Digest, Eddie Garr Revue, Right to Happiness, Easy Aces, Goldbergs, Ed Wynn Show, Portia Faces Life.
EMERY, BOB
Rainbow House.

AGNES MOOREHEAD

BOB BURNS

EMORY, CARL
Light of the World, Terry & the Pirates.

EMERY, DOROTHY
Little Grey Lady, Our Real Riches, Philip Morris Playhouse.
EMERY, KATHERINE
Our Gal Sunday, Manhattan at Midnight, Listen America.
ERICKSON, LOUISE
Great Gildersleeve, Date with Judy.
EUSTIS, ELIZABETH
March of Time, Camel Show, Big Sister.

EVANS, GEORGE

EVELYN, JUDITH
CBS.
EVERETT, ETHEL
Kate Smith Hour.
EVERETT, MICHAEL
Five Star Final.

— F —

FANT, ROY
David Harum, Valiant Lady.
FARRELL, JANE
WMBH, Joplin, Mo.
FELTON, HAPPY
NBC, Finders Keepers.
FELTON, VERNA
Scattest Village Store.
FENWICK, ELLEN
CBS, NBC.

FIELDS, GRACIE
BLUE, Gracie Fields Show.

FILLBRANDT, LAURETTE
WGN.
FISHER, HELEN
KELO, Sioux Falls, S. Dak.
FITCH, LOUISE
That Brewster Boy, Road of Life, Guiding Light.

FITZGERALD, ED
WOR, BLUE, The Fitzgeralds.

FITZGERALD, PEGEEN
WOR, BLUE, The Fitzgeralds.

FLIPPEN, J. C.
CBS, Correction Please.
FLYNN, CHARLES
Jack Armstrong, Bachelor's Children.
FORBES, DON
Richfield Reporter, Bob Burns, Vox Pop, Sinatra Show, Spotlight Bands, Comedy Theatre.
FORBES, MURRAY
Ma Perkins, Mary Marlin, Guiding Light.
FORD, HELEN
Paul Whiteman, Ipana, Music Hall of Fame, Rudy Vallee.
FORD, ED (Senator)
Can You Top This?
FORD, PAUL
Manhattan at Midnight, Famous Jury Trials, Ellery Queen.
FORESTER, WILLIAM
Uncle Natchel, Report to the Nation.
FORMAN, JOE
WFIL, Philadelphia, Pa.
FOUNTAINAIRES (Quartet)
Scattest Village Store.
FOX, JANET
Road of Life, Famous Jury Trials, Manhattan at Midnight, School of the Air.
FOX, TEMPLETON
NBC, Those We Love.
FRAMER, WALT
FROST, ALICE
Big Sister, The Shadow, Philip Morris, Mr. and Mrs. North.
FULLER, DR. CHARLES C.
Pilgrim Hour.

— G —

GAINES, REUBIN
MBS, Music Depreciation.

AL PEARCE

— in —

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GAIR, SONDRA
WGN, Chicago Theatre of the Air.

GARDE, BETTY
BLUE, CBS, NBC, Ethel Barrymore Show.

GARDINER, REGINALD
Guest apuearance.

GARDNER, ED
(Archie)
NBC, Duffy's Tavern.

GARY, ARTHUR

GATES, RUTH
Mr. Keen, We, The Abbots, Rudy Vallee, Pepper Young's Family.

GAXTON, WM.
Chase & Sanborn Hour.

GAYNOR, JANET
CBS, Hollywood Showcase.

GEER, WILL
CBS Workshop, School of the Air, Aunt Jenny, Grand Central Station.

GILES, PAUL KIRK
Cavalcade of America, March of Time, Texaco Star Theatre.

GILLEN, DOLORES
When a Girl Marries, Mary Marlin, Amanda.

GILMAN, LUCY
One Man's Family, Bachelor's Children, I Love a Mystery.

GILMORE, DOUGLAS
We Are Always Young.

GILMOUR, ELLEN M.
Women's News, Health Meter.

GODFREY, ARTHUR
WABC, Arthur Godfrey.

GOFF, TUFFY (Abner)
BLUE, Lum 'n Abner.

GOODKIN, ALICE SHERRIE
Kitty Foyle, Bright Horizon, Easy Aces.

GOODWIN, BILL
CBS, Burns & Allen, Frank Sinatra.

GORCEY, LEO
Blue Ribbon Town.

GORDON, BERT
NBC, Eddie Cantor.

GORDON, CHARLES
Ellery Queen, School of the Air, Pursuit of Happiness.

GORDON, DON
Ma Perkins, Road of Life, Hot Copy, Captain Midnight.

GORDON, MARY
Sherlock Holmes.

GOSDEN, FREEMAN F.
Amos 'n Andy.

GOSE, CARL
Little Orphan Annie, Just Plain Bill, David Harum.

GOULD, MITZI
Life Can Be Beautiful.

GOULD, SANDRA
Cisco Kid, Armstrong Theatre, Bright Horizon, Duffy's Tavern.

GRAHAM, FRANK
NBC, Cavalcade; BLUE, Man Called X.

GRAINGER, SHARON
First Nighter, Hot Copy, Doctors at War, Author's Playhouse, Road of Life.

GRAY, BILLY
Abbott & Costello.

GREEN, DOROTHY
Mid-day Serenade, Tea Time Tales.

GREEN, EDDIE
NBC, Duffy's Tavern.

GREENE, DENIS
Sherlock Holmes.

GREENE, ROSALINE
Grand Central Station, Valiant Lady.

GREENHOUSE, MARTHA
Chaplain Jim, David Harum, Let's Pretend.

GREENWOOD, CHARLOTTE
BLUE, Charlotte Greenwood Show; NBC, Pepsodent Show.

JACKSON BECK

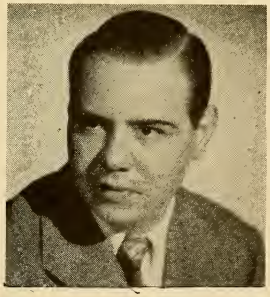
ACTOR

•

ANNOUNCER

•

NARRATOR



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May I express my sincere thanks to the directors and agencies for thinking of me when casting their shows. I am grateful to them, not only for calling me so often, but for giving me the opportunity of playing so varied a number of parts. Once again many thanks.

Sincerely,

Tony Barrett

LExington 2-1100

JIM BOLES

Leading Man

ATHENA LORDE BOLES

Comedienne

LE. 2-1100

GREY, BILL
CBS, Jack Kirkwood.

GREY, NAN
NBC, Those We Love.
GRISCOM, BERT
WPEN, Phialadelphia, Pa.
GRUENBERG, SIDONIE
WOR, For Parents Only.
GRUNDY, DORIS
Finders Keepers, School of the Air, Right to Happiness, Goldbergs.

— H —

HAAG, BOB
CBS, Death Valley Sheriff.
HACKETT, W. J.
Five Star Final, Headlines on Parade, Life Can Be Beautiful.
HAEBERLE, ARLETH
WTCN, Minneapolis, St. Paul, Minn.
HAINES, LARRY
Man Behind the Gun, Mr. District Attorney, Stage Door Canteen.

HALEY, JACK
NBC, Sealtest Village Store.

HANES, BOB
WGY, Schenectady, N. Y.

HARE, WILL
They Burned the Books, Salute to Youth, March of Time, True Story.
HARRIS, SYBIL
WSIX, WSM, Nashville, Tenn.
HATHAWAY, JOY
Amanda, March of Time.

HAYES, GABBY
Blue, Andrew Sisters.

HAYMES, DICK
NBC, Everything for the Boys.
HAYWARD, HELEN
We the Abbots, Meet Mr. Meek, Manhattan at Midnight.
HENDRICKSON, ROD
Gangbusters, Molle Mystery, Mr. & Mrs. North, Information Please.
HERBERT, WILMS
WGN
HEREFORD, JOHNNIE
CBS, NBC.
HERMAN, GEORGE
The Goldbergs, Radio Guild, Valiant Lady.
HERN, ARTHUR
WGN, Human Adventure, Freedom of Opportunity.
HERSHFIELD, HARRY
Can You Top This.

HERSHOLT, JEAN
CBS, Dr. Christian.

HILL, RUTH K.
Helen Mencken, Treasury Hour, Irene Rich, Silver Theatre.
HILLIARD, HARRIET
Red Skelton Show, Adv. of Harriet & Ozzie.
HIRST, DON
Silver Theatre, Calling All Cars, Adv. of Frank Farrell.
HOENY, WINFIELD
Mystery Man, Kitty Kelly, The Shadow.
HOIER, TOM
The World Is Yours, Mystery Man, School of the Air, Kathleen Norris.
HOLAHAN, ANNE
Arch Oboler Plays, 26 by Corwin, Grand Central Station, Report to the Nation.
HOLLAND, JOSEPH
Gangbusters, Rudy Vallee, Kate Smith Show, John's Other Wife.
HOLLAND, ROBERT
Renfrew of the Mounted, Joe & Ethel Turp.
HOLLAND, TOM
CBS, Suspense, I Was There, This Is My Story.
HOLMES, LOIS
Hearts in Harmony, Big Sister, Five Star Final, Mr. Keen.
HOLT, VIVIAN
Second Husband, Widder Brown, Just Plain Bill.

NORMA NILSSON

(Age 7)

•

Lux Show
Burns and Allen
Cavalcade of America
This Is My Best
Chase & Sanborn
Arch Oboler
Salute to the Treasury (Henry Morgenthau)

•

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HOMEIER, SKIPPY
Second Husband, Our Gal Sunday, Reg'lar Fellers, Just Plain Bill.
HOOKEY, BOBBY
MBS, Hookey Hall.

HOPE, BOB
NBC, Pepsodent Hour.

HOPKINS, BARRY
Famous Jury Trials, Aldrich Family, Portia Faces Life, Second Husband.

HOPPER, HEDDA
CBS, Hollywood Showcase.

HORTON, EDWARD EVERETT
Blue Ribbon Town.
HOWARD, EUNICE
Pepper Young's Family, American Family Robinson, Fred Allen Show, Kathleen Norris.
HOWARD, JOE E.
CBS, Gay Nineties Revue.
HOWARD, TOM
It Pays to Be Ignorant.
HOWES, MARY
Life Can Be Beautiful, Young Dr. Malone, Sky Over Britain, Letters to London.
HUBBARD, IRENE
Claudia, Helpmates, Amanda, Our Gal Sunday.
HUBSHER, IRMA
WPEN, Philadelphia, Pa.
HUGHES, HAROLD
KOIL, Omaha, Neb.
HULL, WARREN
CBS, Vox Pop.
HULICK, BUDD
Hook N Ladder Follies.
HUNDINGER, RENA
Surprise Party, Sunrise Serenade, Drama Time.

— I —

INGLISE, ELIZABETH
Manhattan at Midnight, We the People, Reader's Digest, Blind Date.
INTRATOR, ILSE
Dedicated to the Truth, Our Secret World.
IRELAN, JOHN
Native Son, Ave Maria Hour.
KABIBBLE, ISH
(Mervyn Bogue)
NBC, Kay Kyser Show.
IVES, RAYMOND, JR.
Adv. of a Modern Mother, John's Other Wife, Lone Journey.

— J —

JAMES, IRMA
Road of Life, Helen Trent, Five Star Final.
JANIS, ELSIE
California Carry On.
JANNEY, LEON
Chick Carter, Boy Detective.

JARVIS, AL
NBC, CBS

JEPHSON, EDWARD
Mystery Man, Light of the World, Crime Club.
JEWELL, ISABEL
Newsmakers, Press Club, I Love a Mystery.
JOHNSON, JIM
WGN, Freedom of Opportunity.

JOHNSON, PARKS
CBS, Vox Pop.

JOHNSON, RAYMOND EDWARD
CBS, Inner Sanctum.
JOHNSTONE, BILL
KOIL, Omaha, Neb.
JORDAN, JIM
NBC, Fibber McGee & Molly.
JORDAN, MARIAN
NBC, McGee & Molly.
JORY, VICTOR
CBS, Dangerously Yours.

JOSTYN, JAY
NBC, Mr. District Attorney.

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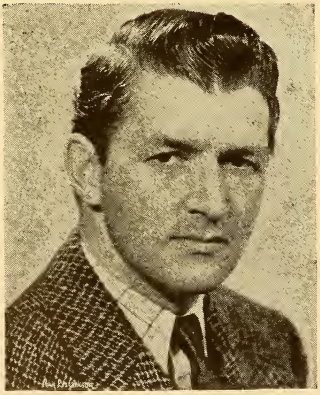
ARTHUR Q. BRYAN

Waymond Wadcliffe
Doctor Gamble



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Famous Jury Trials, Bright Horizon, Ave Maria Hour.

OYCE, REGIS
Ellery Queen, When a Girl Marries, Grand Central Station.

— K —

KADEL, CARLTON
In Time to Come, Red Ryder.

KAREN, ANNA
Commandos, Philip Morris Playhouse, Superman.

KAY, BEATRICE
NBC, Gaslight Gayeties.

KAYE, MILTON
BLUE.

KAYE, VIRGINIA
Chaplain Jim, Treasury Star Parade, Manhattan at Midnight.

KEANE, CHARLOTTE
Lorenzo Jones, My True Story, Men Machines, Victory.

KEANE, TERESA (Teri)
Aldrich Family, David Harum.

KEARNS, JOSEPH
CBS, Suspense, Ozzie & Harriet; NBC, Judy Canova, Rudy Vallee, Jack Benny, Amos 'n Andy, Sherlock Holmes.

KEATH, DONNA
Judy & Jane, Ma Perkins, Helen Trent, CBS Workshop.

KEATING, LARRY

KEEFER, DON
Blondie, Just Plain Bill, NBC Television, Marco Polo.

KEENE, WILLIAM
That They Might Live, Radio Reader's Digest, Counter Spy.

KEITH, MAXINE
From Me to You, 7 to 17 Club, Musical Contrasts.

KEITH, RICHARD K.
Bright Horizon, Mary Marlin, Aldrich Family.

KELK, JACKIE
Aldrich Family, Rosemary, Superman.

KELSO, BILL
Bill Kelso Record Session.

KEMBLE, DIANA
Alan Young Show.

KENT, BOB
KFH, Wichita, Kans.; Phantom Theatre, Parlor Playhouse.

KERMAN, DAVID
Stage Door Canteen, Dick Tracy, Hall of Fame.

KETZEL, PITTI
NBC.

KILPACK, BENNET
Mr. Keen, Young Widder Brown, Linda's First Love.

KING, JEAN
Death Valley Days.

KING, JOHN REED
WOR, Double or Nothing.

KIPP, EMILY
Manhattan at Midnight, Kate Smith, We Love and Learn, Bright Horizon, Screen Test, Weird Circle, Eddie Cantor.

KIRKLAND, ALEX
Helen Hayes, Big Sister, School of the Air.

KIRKLAND, MURIEL
Kate Smith, Rudy Vallee, Lux Theatre, Central City.

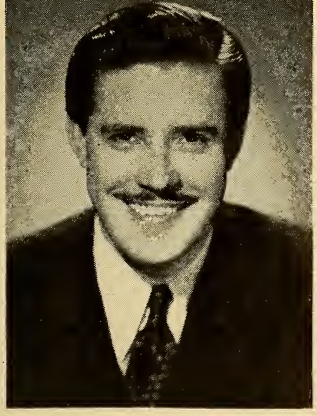
KIRKWOOD, JACK
CBS, Jack Kirkwood Show.

KITTELL, CLYDE
Mary Foster, American Family Robinson, Lowell Thomas.

KNIGHT, ETHEL BLUME
Easy Aces, Aldrich Family, Joyce Jordon.

KOHL, ARTHUR
Mary Marlin, Right to Happiness, Ma Perkins.

KROMAN, DAVID
WGY.



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Miss Thomas on "Easy Aces"
Sharon O'Shaunessey on "Bob Burns Show"
and
Miss Duffy in Paramount Picture
"Duffy's Tavern"

KRUGER, OTTO
Cavalcade of America, Lux Theatre, Goodyear, Stars Over Hollywood.

KUMMER, ELOISE
Hot Copy.

KYSER, KAY

— L —

LABELLE, CLAUDE
KGO.

LABELLE, RUPERT
Mary Marlin.

LAKE, ARTHUR
Blondie.

LANDICK, OLYN
CBS, Death Valley Sheriff.

LANGLEY, ROLLY
KGO.

LANNARD, HERBERT
Free World Theatre, Lux Theatre, Lights Out.

LARABEE, LOUISE
Famous Jury Trials, Mary Marlin, Valiant Lady.

LASCELLES, GEORGE
WGY, Schenectady, N. Y.

LASNER, ADELAIDE
KDKA, Pittsburgh, Pa.

LATIMER, ED
Inner Sanctum, Helen Trent, Famous Jury Trials, Strange Dr. Weird, Thin Man, Armstrong Theatre, Grand Central Station, Molle Mystery, Mysterious Traveler.

LAUCK, CHET (Lum)
BLUE, Lum 'n Abner.

LAURIE, JOE, JR.
Can You Top This?, Guess Who?

LAWRENCE, CATHY
Pepper Young's Family, Helen's Home, Road of Life.

LAWRENCE, GERTRUDE
Revlon Revue.

LAYNE, ZELLA
I Want a Divorce, Hawthorne House, Dr. Kate.

LAZAR, WILLIAM
Philip Morris Playhouse, Crime Doctor, The Bond Wagon.

LEAF, ANN
Woman of Courage, Amanda, Lorenzo Jones.

LE DOUX, LEONE
Blondie.

LEE, MADELINE
Report to the Nation, CBS Workshop, Bright Horizon.

LEEDS, DAVID
You're in the Army Now, On Your Job, Aldrich Family.

LE GRAND, DICK
The Great Gildersleeve.

LEHR, ELMER
Valiant Lady, Radio Guild, The World Is Yours.

LEIGH, SYLVIA
March of Time, Aldrich Family, We the People, Manhattan at Midnight.

LEMKE, IRMA
WGY, Schenectady, N. Y.

LENROW, BERNARD
Fred Allen, Kate Smith, Ripley, Easy Aces.

LEON, PAUL
Star Theatre, Kate Smith, Campbell Playhouse.

LEONARD, GENE
Gangbusters, Ellery Queen, Second Husbad.

LEONARD, LILLIAN
Gay Nineties Revue, CBS.

LEONE, DANNY
Aldrich Family, Superman, Pepper Young's Family.

LESSER, JERRY
Gangbusters, Rudy Vallee, Mr. District Attorney.

LESTER, BILL
KOY, Phoenix, Arizona; Victory Playhouse.

LETHIN, ANITA
WMBI, Chicago, Ill.

LEVERTON, BUCK
WFHR, Wisconsin Rapids, Wisc.

LEWIS, ABBY
Dr. Christian, City Desk, By Kathleen Norris, Aldrich Family.

EDDIE "ROCHESTER" ANDERSON

GUESS WHO?

p. d.

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Easy Aces

JULIE B. ALLEN
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CHAMPION GIRL YODELER
of AMERICA
CBS — NBC ARTIST
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March Of Time
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"My True Story"
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JAMES SAPHIER

LEWIS, CATHY
CBS, I Love a Mystery.
LEWIS, FORREST
CBS, I Love a Mystery.
LEWIS, JEAN
Cynthia Stevens, Little Blue Playhouse, Aldrich Family.
LEWIS, RALPH
Mary Marlin, Prudential Family Hour, Woman of America.
LEWIS, TOM
WHO, Des Moines, Iowa.
LIEBEN, MELVA
KOIL, Omaha, Neb.

LINKLETTER, ART

NBC, People Are Funny.
CBS, G. E. House Party.

LINN, MILDRED
Manhattan at Midnight, Palm Olive, We the People.
LIPTON, BILL
Chick Carter, Let's Pretend.
LISKA, MRS. JOSEPH
WFHR, Wisconsin Rapids, Wisc.
LISS, RONNY
Portia Faces Life, Cities Service.
LITTEL, PATTI
KDKA, Pittsburgh, Pa.
LIVINGSTONE, MARY
Grape Nuts Flakes, Jack Benny Show.
LLOYD, HAROLD
NBC, Comedy Theatre.
LLOYD, JACK
The Commandos, Date With Judy, Air Theatre.
LLOYD, JACK
Kate Smith Show, Dr. Christian, Portia Faces Life, My Best Girls.
LORING, KAY
Pepper Young's Family, John's Other Wife, Second Husband.
LOUISE, ARTHUR
KHJ, Michael Shane Series.

LOVEJOY, FRANK

Brave Tomorrow, Mr. & Mrs. North.

LOVELESS, WENDELL P.
WMBI, Chicago, Ill.
LOWE, MARYLIN
Cavalcade, Helen Hayes, Big Town.
LOWERY, FRED
Horace Heidt's Treasure Chest.
LUBIN, LOU
NBC, Amos 'n Andy.
LUDDY, BARBARA
MBS, First Nighter.
LUPINO, IDA
NBC, CBS.
LYNN, ROBERT
Showboat, Five Star Final, Gangbusters.
LYTELL, WILFRED
Just Plain Bill, Editor's Daughter, Dan Wilson.

— M —

MACBRYDE, JACK
Death Valley Days, Mandrake, Amanda.
MACDONALD, FLORETTA
KFAC, Los Angeles, Calif., Musical Scrapbook, America Calling.
MAC DONOUGH, SARAH
KELD, El Dorado, Ark.; Peter Pan Players.
MACK, EDWARD
KDKA, Pittsburgh, Pa.

MACK, GILBERT

The Thin Man, Arch Oboler's Plays, Lights Out, Kate Smith, Inner Sanctum, Grand Central Station, True Detective Mysteries, Bulldog Drummond, We the People.

MacLAUGHLIN, DON
Twig Is Bent, Lincoln Highway, Death Valley Days, Mary Marlin, Counter Spy.
MacQUARRIE, HAVEN

McBRIDE, MARY MARGARET

NBC.

Lawson Zerbe

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from

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BLUE NETWORK

War Correspondent

LURENE TUTTLE

ED LATIMER

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Chase & Sanborn Hour.

McCOMB, KATE
Heart of Julia Blake, Kate Smith, Cavalcade of America.

McCONNELL, LULU
It Pays to Be Ignorant.

McCOY, JEAN
Chick Carter, Aldrich Family, Pepper Young's Family.

McGEEHAN, PAT
CBS, Don't You Believe It, That's a Good Idea, Suspense. NBC, Abbott & Costello, Ginny Simms, Moore-Durante Show.

McGOVERN, JOHN
Kitty Kelly, Second Husband, Kate Smith.

McKENZIE, FAY
Blue Ribbon Town.

McMILLAN, BERYL
Life Can Be Beautiful.

McMULLEN, DOUG
WGY.

McNAUGHTON, HARRY
It Pays to Be Ignorant.

McNEILL, DON
Blue, Breakfast Club.

McVEY, TYLER
BLUE, Glamour Manor.

MACY, JERRY
NBC, CBS.

MAHAR, ELLEN
Lorenzo Jones, Amanda, Hearts in Harmony.

MAHER, WALLY
KHJ, Michael Shane Series.

MAIER, DR. WALTER A.
MBS, Lutheran Hour.

MALONE, TED
Between the Book-ends, History Is Fun, Blue Network, Overseas Correspondent.

MANDER, MARYELLYN
CBS, Jack Kirkwood.

MANSON, CHARLOTTE
Miss Hattie, Helen Trent, Keeping Up With the World, Nick Carter, Counter-Spy.

MARLOW, J. FRANK
WSM.

MARR, EDDIE
Jack Carson Show, Roma Wines.

MARSHALL, HERBERT
BLUE, The Man Called X.

MARSHALL, KITTY
KVCV.

MARSHALL, REG. D.

MARX, GROUCHO
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NBC, Kay Kyser.

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Theatre of the Air, Peoples' Playhouse.

MATTESON, RUTH
Against the Storm, This Life Is Mine, Lux Theatre.

MAXADON, JOHN
WJR.

MAYFAIR, ALICE
CKRC.

MEACHAM, MALCOLM
Ma Perkins, Kitty Keene, Road of Life.

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"Mr. & Mrs. North" NBC
'Grant Cummings'
"Second Husband" CBS

ED BEGLEY

Title Role "Charlie Chan"	WJZ
"Chas. Daniels", in 'Big Sister'	CBS
"Daniel Burke" in 'Mary Marlin'	CBS

JACKIE KELK

"HOMER"

MENDL, SIR CHARLES
One Man's Family, Press Club, Lux Theatre.
MENKEN, SHEPARD
Lincoln Highway, Grantland Rice Sport Stories.
MERCER, JOHNNY
Johnny Mercer's Music Shop.
MEREDITH, JAY
Salute to Youth, Chaplain Jim, This Life Is Mine, Parker Family.
MICHAEL, MARY
Bright Horizon, Lux Theatre, Great Plays, Stella Dallas.
MIGUELINA, RIERA
WPAB, Ponce, Puerto Rico.
MILES, OGDEN
David Harum, Stella Dallas, Front Page Farrell.
MILLER, MARVIN
Coronet Story Teller.
MILLER, SOPHIE
WKNY
MILLS, HUGH & JEAN
CHNS, Halifax, Nova Scotia.
MILO, HENRY
WINS.
MINNICK, MAURICE
Gangbusters, Goldbergs, Portia Faces Life.
MITCHELL, SHIRLEY
Fibber McGee & Molly, Bob Crosby, Groucho Marx.
MONKS, JAMES
Campbell Playhouse, The Shadow, Big Sister.
MONTGOMERY, RALPH
KOIL.
MOORE, CARL
CBS, Coffee Club.

MOORE, GARRY
Durante-Moore Show.

MOORE, SCOTT
Easy Aces, John's Other Wife.
MOORE, VICTOR
Chase & Sanborn.

MOOREHEAD, AGNES
Orson Welles, Jack Carson Show, Mayor of the Town.

MORELAND, MANTON
Bob Burns.
MORGAN, FRANK
Maxwell House.
MORGAN, RAY
Dr. Susan, Valiant Lady, Americans at Work.

MORRIS, CHESTER
Boston Blackie.

MORRIS, ELSYE
WPEN.
MORRISON, BRET
First Nighter, Road of Life, Ma Perkins, Theatre of the Air.
MORTON, PHYLLIS
WCAE.
MOULTON, HAROLD
Lights Out, School of the Air.
MUELLER, MARVIN
Helen Trent, First Nighter.

MUNSON, ONA
Open House, Ona Munson in Hollywood.

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School of the Air, Great Plays, World Is Yours.
MURRAY, KEN
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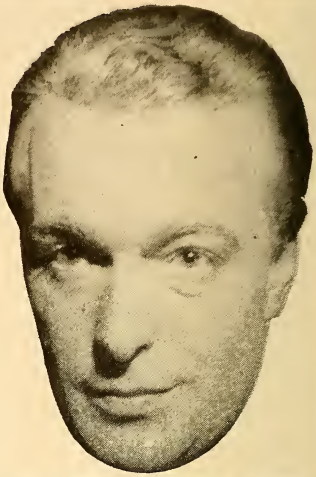

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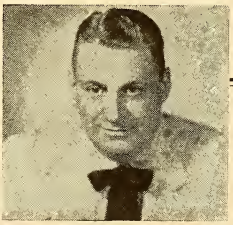

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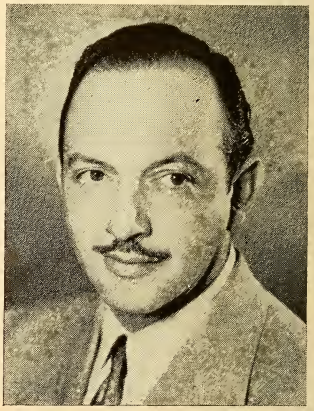

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NEVARD, BILL
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NEVARD, BUDDY
American Theatre Wing, Lunch Hour Follies.
NEVILLE, HARRY
When a Girl Marries, Radio Guild.
NIDAY, KATHLEEN
Mr. District Attorney, Death Valley Days, Just Plain Bill.
NIELSON, FRANCIS
March of Time, Murder Clinic, Ave Maria Hour.
NILES, KEN
Judy Canova Show.

NILES, WENDELL
Wendell & Prindle Show.

NILSSON, NORMA
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BLUE, Man Called X.
NOLLEY, EDMONIA
Helen Hayes, David Harum, Friend Indeed.
NUGENT, PAUL
Death Valley Days, Manhattan at Midnight, Easy Aces.

— O —

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O'DAY, MICHAEL J., JR.
Big Sister.
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OLMSTEAD, NELSON
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Mary Marlin, Invisible Theatre, Bright Horizon.

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PRICE, HILDRED
Court of Missing Heirs, Ma Perkins, Kitty Keene.
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PRINDLE, DON
Wendell & Prindle Show.

PROVENDIE, ZINA
American Theatre of the Air, Goldbergs, It's Up to You.
PUTMAN, GEORGE ARTHUR
Portia Faces Life, Can You Top This?, Boscul Coffee News.

— Q —

QUIZ KIDS
BLUE.

QUIZ, PROFESSOR
NBC.

— R —

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RADAMES, MAYORAL
WPAB, Ponce Puerto Rico
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Mary Marlin, Superman.
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KOIL.
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Woman of Courage, Young Dr. Malone, Claudia.
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SHORE, DINAH
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WHEB.

SINGLETON, PENNY
CBS, Blondie.

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STARK, RICHARD S.
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SUMMERS, HOPE
Freedom of Opportunity.
SUTHERLAND, ELIZABETH
Counter-Spy, Amanda, Readers Digest.
SWANEE & NANCY
KGFW.
SYRAN, BILL
American Women's Jury.

— T —

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TACKNEY, STANLEY
WEVD, WBNX, WWRL.
TANSELL, BERTRAM
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TATE, BETH
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TETLEY, WALTER
Great Gildersleeve.
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by

JESSYCA RUSSELL

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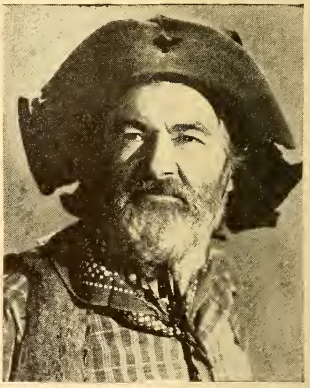

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THOMPSON, D. J.
Right to Happiness, Ma Perkins, Lonely Women.
THOR, JEROME
The Avenger, Murder Clinic, Joe & Ethel Turp.
THORNTON, WILLIAM
Kitty Foyle, Goldbergs, Pepper Young's Family.
TILLMAN, JOHN
Prince Matchabelli, Frank Sinatra Show, Andre Kostelanetz.
TILTON, MARTHA
CBS, Campana Serenade.
TOTTER, AUDREY
Bright Horizon, Readers Digest, Right to Happiness.
TRAVERS, MICHAEL ANN
Molle Mystery, We the People, True Story, Five Star Final, Women In Blue, Bright Horizon.
TREACHER, ARTHUR
KNX, CBS, Jack Carson Show.
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Bob Crosby, Kraft Music Hall.

TUTTLE, LURENE

CBS..A Man Named Jordan, Dr. Christian, Blondie.
NBC, Great Gildersleeve, Suspense, I Love A Mystery, Cavalcade of America, Corliss Archer.

TWEDDELL, FRANK
Against The Storm, Valiant Lady, We The People.
TYLER, BETTY JANE
Helpmates, We Love and Learn.

— U —

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URRY, FRANCES
WGN, Chicago, Ill.

— V —

VAGUE, VERA
(Barbara Jo Allen)
NBC, Bob Hope Show.
VALENTI, LILI
Texaco Star Theatre, Radio Guild, Pursuit of Happiness.
VALLEE, RUDY
NBC, Rudy Vallee Show.
VAN PATTEN, DICKIE
Aldrich Family, David Harum, Duffy's Tavern.
VAN ROOTEN, LUIS
CBS Workshop, School of the Air, David Harum, Valiant Lady.
VAN SICKLE, RAYMOND
David Harum, Young Dr. Malone, Julia Blake.
VASS, VIRGINIA
My True Story, Eddie Cantor, Death Valley Days.
VAUGHAN, BERYL
Freedom of Opportunity.
VICTOR, PAULA
Kate Smith Hour, True Story, We, The People.
VINTON, TESSA
Mr. Keene, Lorenzo Jones, We, the People.
VITEZ, JOAN
Claudia and David, The Goldbergs, Aunt Jenny.

VOLA, VICKI

NBC, Mr. District Attorney.

VON ZELL, HARRY
NBC, Dinah Shore Show, Eddie Cantor.

— W —

WALDO, JANET
NBC, One Man's Family, CBS, Meet Corliss Archer.
WALKER, JAMES J.
WOR, New York.
WALKER, MARGUERITE
Big Sister, Lorenzo Jones, World's Greatest Plays.
WALLACE, BERYL
NBC, Gilmore Furlough Fun.
WALLACE, LOUIS
WSYR, Syracuse, N. Y.
WALLACE, LEE
Rainbow House, People's Playhouse, Archie Andrews.
WALTER, JERRY
WGN, Chicago, Ill.
WALTMAN, ELMER
KDKA, Pittsburgh, Pa.
WARD, COLLEEN
Radio Readers Digest, CBS Workshop, Manhattan at Midnight.
WARD, GEORGE
Radio Readers Digest, Kate Smith, Jack Benny Show.

WARD, JACK

NBC.

WARD, PALMER
Aunt Jenny, Pepper Young's Family, Famous Jury Trials.
WAREN, HELEN
The Man I Married, Kate Hopkins, Big Town, True Story.
WATSON, GEORGE
Freedom of Opportunity.
WATSON, LIN
Boys' Town, Edith Adams Future.
WATTS, ELIZABETH
Our Secret World, Armstrong Theatre, We, The People.
WEBBER, PEGGY
NBC, Gallant Heart, Star Playhouse.
WEBER, KARL
Helen Trent, Mary Marlin, Bachelor's Children.
WELLES, ORSON
CBS.
WESTON, RUTH
Life Can Be Beautiful, Kate Smith, Aldrich Family.
WESTLEY, ELDEN
Your America, MBS.
WEAVER, NED
Young Widder Brown, Big Sister, Dick Tracy, Bulldog Drummond.
WHEELER, JOHN
When a Girl Marries, David Harum, Parade of Progress.
WHIPPLE, CLARK (Doc)
Man I Married, One of the Finest, Liberty Short Stories.
WIDMER, HARRIET
Aunt Jemima.
WILLARD, DICK
MBS, Take It Easy Time.
WILLIAMS, BOB
CBS, NBC.
WILLIAMS, FLORENCE
Ave Maria Hour, John's Other Wife, Young Widder Brown.
WILLIAMSON, DUD
What's the Name of that Song?
WILLOCK, DAVE
Jack Carson Show.
WILLS, SI
Sealtest Village Store.
WINCHELL, PAUL
Blue, Winchell-Kaye Show.
WINSLOW, PAULA
Life of Riley.
WITHERSPOON, CORA
Against the Storm, The Andersons.
WOLCOTT, IMOGENE
What's Your Idea?
WOLFE, WINIFRED
One Man's Family.
WOLFSON, MARTIN
Betty and Bob, The Goldbergs, CBS Workshop.
WOOD, BRITT
CBS, Rhythm Inn.
WOODLING, MARVEL
KVCV, Redding, Calif.
WOODS, DONALD
NBC, Those We Love.
WOODS, SIDNEY KING
Child Heroes, Your Boy Reporter, At Our House.
WORCESTER, CHUCK
Columbia's County Journal.
WRAGGE, BETTY
Pepper Youngs Family, March of Time, Manhattan at Midnight.

— Y —

YARBOROUGH, BARTON
One Man's Family, I Lave a Mystery.

YOUNG, ALAN

Alan Young Show.

YOUNG, CARLTON
Hollywood Mystery Time.
YOUNG, ROBERT
Maxwell House Coffee.
YORKE, RUTH
Life Can Be Beautiful, John's Other Wife, CBS Workshop.
YOUNG, ROLAND
Dinah Shore.

— Z —

ZERBE, LAWSON

Against the Storm, Helen's Home, Aunt Jenny, Pepper Young's Family, Grand Central Station.

ZUCKERT, BILL
Life Can Be Beautiful, Lorenzo Jones, March of Time, Kate Smith.

The Man Who Plays
The Sweetest Trumpet
In The World

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Bookings—
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Orchestra Leaders and Musical Conductors —their work during 1944

— A —

ADRIAN, LOUIS
NBC, The Saint
AGNEW, CHARLES
NBS
ALEXANDER, JEFF
NBC, Borden's; CBS, Fun With Dunn
ALOMA, HAL
MBS
ANTONINI, ALFREDO
MBS, Treasure Hour of Song
ARDEN, VICTOR
CBS, American Melody Hour
ARMBRUSTER, ROBERT
NBC, Cavalcade of America; Blue, Electric Show
ARMOUR, WALLY
CBC, Toronto Calling
ARMSTRONG, LOUIS
MBS
ARTT, WILLIAM
CBS, Blondie
ASHMAN, EDDY
MBS
AULD, GEORGE
CBS, MBS
AURANDT, RICHARD
NBC, A Song Is Born; CBS, Heda Hopper Show

— B —

BAKALEINKOFF, CONSTANTIN
Blue, Hollywood Star Time
BAKER, DON
MBS
BARGY, ROY
CBS, Moore-Durante Show
BARLOW, HOWARD
NBC, Voice of Firestone
BARON, PAUL
CBS, Music That Satisfies
BARRON, BLUE
MBS
BARRY, GEORGE
MBS
BASIE, COUNT
MBS
BAY, VICTOR
CBS, Report to the Nation
BEECHAM, THOMAS SIR
MBS, Cleveland Orchestra
BELL, FRANK
CBS, Coffee Club
BENNETT, ROBERT RUSSELL
MBS, Music for an Hour
BETHANCOURT, JOSE
NBC, Echoes from the Tropics
BLACK, FRANK DR.
NBC, Serenade to America
BLACKTON, JAY
CBS, Johnny Morgan Show
BLADE, JIMMY
NBC, Tin Pan Alley
BLEYER, ARCHIE
NBC
BLOCH, RAY
CBS, Crime Doctor; Take It or Leave It, Milton Berle, Here's to Romance
NBC, Gaslight Gaieties
MBS, Quick as a Flash; Keep Ahead
BLUESTONE, HARRY
NBC, I Sustain the Wings
BOTKIN, PERRY
MBS, Roy Rogers; NBC, Melody Roundup
BRADLEY, OSCAR
CBS, We, the People
BRECKNER, DENNY
MBS
BROWN, MAURICE
CBS, New Voices in Song; Let's Pretend
BRING, LOU
Here's to Romance; NBC, What's New
BRUSILOFF, NAT
MBS, Jery Cooper

— C —

CALDER, CRANE
MBS, Music of Worship
CALLOWAY, CAB
MBS
CAMDEN, EDDIE
MBS
CARLE, FRANKIE
MBS
CARSON, PAUL
CBS, I Love a Mystery; NBC, One Man's Family; Blue, Bridge to Dreamland
CASTLE, LEE
MBS
CAVALLARO, CARMAN
MBS
CEPPOS, MAC
MBS, Dick Brown

CHERNIAVSKY, JOSEF

CLARKE, BOBBY
MBS
COLUMBIA CONCERT ORCHESTRA
CBS, Sally Moore, Eileen Farrell
COLUMBIA SYMPHONY ORCHESTRA
CBS, Gateways to Music; Invitation to Music
COPE, FOSTER
CBS, Music from the West
COURTNEY, DEL
MBS
CRANE, LEE
MBS
CROSS, CHRIS
MBS
CUFF, ROY
NBC, Grand Ole Opry
CUGAT, XAVIER
MBS

— D —

DANT, CHARLES
Blue, Scramby Amby; NBC, Gaslight Gaieties
D'ARCY, PHIL
MBS, Anita Ellis
D'ARTEGA
KECA, Los Angeles
DAVID, RUSS
NBC
DAVIES, LEW
Blue
DEL CASTILLO
CBS, Stars Over Hollywood
DEUTSCH, EMORY
NBC
DeVOL, FRANK
NBS, Rudy Vallee
DIAMOND, LEW
MBS
DOLAN, ROBERT EMMETT
NBC, Dinah Shore Show
DORSEY, JIMMY
MBS
DORSEY, TOMMY
MBS
DRAGON, CARMEN
CBS, Fannie Brice Show; Toasties Time
DUCHIN, EDDY
U. S. Navy
DUNHAM, SONNY
MBS
DVONCH, FREDERICK
MBS, Steel Horizons; Music of Worship

— E —

ELLINGTON, DUKE

MBS

ENNIS, SKINNAY
NBC, Bob Hope Show

— F —

FAIRCHILD, EDGAR "COOKIE"

NBC, Ginny Simms Show

FAITH, PERCY
NBC, Carnation Hour

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and His ORCHESTRA

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VICTOR RECORDS

Direction:

WM. MORRIS AGENCY

FIELDS, SHEP
MBS
FOSTER, CHUCK
MBS
FRADKIN, FRED
CBS, Thin Man
FRANKLIN, BUDDY
MBS
FRASETTO, JOE
MBS, Sports Parade; Pan-Americana

— G —

GALLICCHIO, JOSEPH
NBC, Musicana
GARBER, JAN
MBS
GARRETSON, ROBERT
Blue, Musical Portraits

GARY, JON
CBS, Blue

GASPARRE, DICK
MBS
GATES, OPIE
CBS, Corliss Archer

GILL, ERNEST
Blue, Hollywood Mystery Time

GILLETTE, MICKEY
CBS, Al Pearce

GINSBURG, RALPH
MBS, Palmer House Concert
GLUSKIN, LUD
CBS, Suspense

GOBEL, DOLPH
Blue.

GOLSCHMANN, VLADIMIR
MBS, Cleveland Orchestra
GOODMAN, AL
CBS, Family Hour; Texaco Star Theatre

GOODMAN, BENNY
MBS

GOOSSENS, EUGENE
MBS, Cleveland Orchestra
GOULD, MORTON
CBS, Major Bowes
GRAY, GLEN
MBS, Navy Bulletin Board
GUION, KING
MBS, Curt Massey

— H —

HAENSCHEN, GUS
CBS, Saturday Night Serenade

HALE, CHARLIE
Blue, Glamour Manor
HAMILTON, GEORGE
MBS
HARRIS, PHIL
NBC, Lucky Strikes
HATCH, WILBUR
CBS, The Whistler; American Rhapsody, Screen Guild
HAWKINS, ERSKINE
MBS
HENDERSON, FLETCHER
NBC, MBS

HERMAN, WOODY
MBS

HERTH, MILT
MBS
HIMBER, RICHARD
CBS, Which Is Which

HOFF, CARL
CBS, Erskine Johnson; NBC, Harold Lloyd Show

HOFFMAN, BILL
Blue, Musical Portraits
HOWARD, EDDY
NBC, Carton of Cheer
HUFFMAN, HERBERT
MBS, Columbus Boy Choir
HUTTON, INA
CBS

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1944

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— J —

JAMES, HARRY
CBS, Danny Kaye Show
JENKINS, GORDON
NBC, Bob Burns; Everything for the Boys
JEROME, HENRY
MBS
JEROME, JERRY
NBC, Finder's Keepers
JONES, SPIKE
NBS, Bob Burns
JOY, JIMMY
MBS

— K —

KATIMS, MILTON
NBC, Music as You Like It; Music for Tonight; NBC, Concert Orchestra
KATZ, BERNARD
CBS, This Is My Best; Mayor of the Town
KAY, EDDIE
NBC, Those We Love
KAYE, SAMMY
MBS, Tangee Varieties
KING, HENRY
MBS
KOPP, LEO
MBS, Your America
KORN KOBBLERS
NBC
KOSLOFF LOU
Blue, Life of Riley
KOSTELANETZ, ANDRE
CBS, Pause That Refreshes
KRUEGER, KARL
MBS, Detroit Symphony Orchestra
KUHN, DICK
MBS

KYSER, KAY
NBC, Kay Kyser Show

— L —

LAVALLE, PAUL
NBC, Highways in Melody; Stradivari Orchestra, Cities Service

LAWRENCE, ELLIOT
CBS, Listen to Lawrence
LEINSDORF, ERICH
MBS, Cleveland Orchestra
LEVEY, HAROLD
CBS, Armstrong's Theatre
LEVIN, SYLVAN
MBS, Brownstone Theatre; Sinfonieta
LEWIS, TED
MBS
LIGHT, ENOCH
MBS

LOMBARDO, GUY
Blue, Chelsea Cigarettes.

LONG, JOHNNY
CBS
LOPEZ, VINCENT
MBS, Luncheon Wih Lopez
LUCAS, CLYDE
MBS
LUDLOW, BEN
CBS, Theatre of Romance

LYTELL, JIMMY
MBS, Morton Downey

— M —

MacINTYRE, HAL
MBS

MALNECK, MATTY
Blue, Stop or Go
MARSALLA, JOE
MBS
MARTIN, FREDDIE
CBS, Jack Carson Show
MASTERS, FRANKIE
MBS
MAYHEW, WENDELL
NBC, People Are Funny
McCUNE, BILL
MBS
MILLS, BILLY
NBC, McGee & Molly
MILLS, FELIX
CBS, Burns & Allen

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THE KATE SMITH HOUR
CBS

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THE ALDRICH FAMILY
CBS

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MOLLE MYSTERY
THEATRE
NBC

MILLER, IRVING
CBS, Ivory Soap and Oxydol Show

MILLER, JACK
CBS, Kate Smith Hour; Aldrich Family

MURRAY, LYN
CBS, To Your Good Health

— N —

NEWMAN, RUBY
CBS, Danny O'Neill
NOSCO, HENRI
NBC, Music of the New World

NOVAK, FRANK
MBS, Take It Easy

NOVICK, NAT
CBS, It Pays to Be Ignorant

— O —

OLSEN, GEORGE
MBS
OWENS, HARRY
KNX, Sweet Leilani Time

— P —

PAIGE, RAYMOND
CBS, Stage Door Canteen

PANCHO
MBS
PAUL, EDDIE
NBC, Joan Davis-Jack Haley
PAXTON, GEORGE
MBS
PERRY, AL
MBS, Hawaii Calls
PETRILLO, CAESAR
CBS, Petrillo, Janette & MacCormack
PHILADELPHIA ORCHESTRA
CBS
PIASTRO, MISHEL
MBS, Symphonette
PITT, MERLE
WNEW, Five Shades of Blue
POOLE, WALTER
MBS, Detroit Symphony
PRIMA, LOUIS
MBS

— R —

RAVAZZA, CARL
MBS
REDMOND, DON
MBS
REEVES, REET-BEAT
NBC, Duffy's Tavern
REICHMAN, JOE
KHJ, Stop That Villain
REINER, FRITZ
MBS, Cleveland Orchestra
REISMAN, LEO
MBS
RENARD, JACQUES
CBS, Milton Berle Show: Take It or Leave It.
RICH, FREDDIE
NBC, Abbott & Costello

RICKEY, AL
CBS, Mr. Keen

RINGWALL, RUDOLPH
MBS, Cleveland Orchestra
ROGERS, EDDIE
MBS
ROLLINI, ADRIAN
MBS
ROTH, ALLEN
NBC, Schaefer Revue
RUSSELL, LOUIS
MBS

— S —

SACK, AL
NBC, Maxwell House
SALTER, HARRY
U. S. Army
SANELLA, ANDY
MBS, Double or Nothing

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AND ARRANGER

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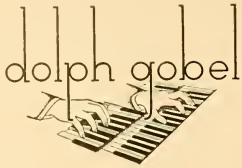

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CBS
SEBASTIAN, GEORGE
CBS, Great Moments in Music
SELLS, PAUL
KNX, Sunrise Salute; Hollywood Barn Dance
SEMMLER, ALEXANDER
CBS, Land Is Bright
SHERWOOD, BOBBY
MBS
SHIELDS, ROY
NBC
SHREDNIK, MILTON
NBC, Music By Shrednik
SILVERS, LOUIS
CBS, Lux Radio
SLATTERY, ED
CBS, Friday on B'Wway
SOREY, VINCENT
MBS
SOSNIK, HARRY
NBC, Raleigh Room
SPITALNY, H. LEOPOLD
NBC
SPITALNY, PHIL
NBC, Hour of Charm

SPIVAK, CHARLIE
MBS

STORDHAL, AXEL
CBS, Frank Sinatra Show.

STABILE, DICK
U. S. Coast Guard
STANLEY, ROBERT
MBS, Music for Remembrane; Musi for Half an Hour, Mutual Musiale
STRAETER, TED
CBS, Rhythm Inn
STRAND, MANNY
Blue, Tom Breneman Highlights

STEELE, TED
NBC, Chesterfield Supper Club.

STERN, HAL
MBS
STERNEY, GEORGE
MBS
STORDAHL, AXEL
CBS, Sinatra Show
SUES, LEONARD
NBC, Eddie Cantor
SWEETEN, CLAUDE
NBC, Gildersleeve; KFI

SYLVERN, HENRY
NBC, CBS, Blue

— T —

TRACE, AL
MBS
TRENDLER, HAROLD
MBS, Swing's the Thing
TROTTER, JOHN SCOTT
NBC, Kraft Musi Hall
TUCKER, TOMMY
MBS

— V —

VAN CLEAVE
CBS, Radio Reader's Digest: Blue, Variations by Van Cleave
VAN STEEDEN, PETER
CBS, Thanks to the Yanks
VELAZCO, EMIL
U. S. Navy

VOORHEES, DON
NBC, Telephone Hour, Cavalcade of America, March of Time.

— W —

WALLENSTEIN, ALFRED
MBS, L. A. Philharmonic Symphonics for Youth

WARING, FRED
Blue, Owens-Illinois Glass Co.

WARNOW, MARK
CBS, Hit Parade; NBC, All Time Hit Parade; Westinghouse
WARRINGTON, JOHNNY
CBS
WEBER, HENRY
MBS, Chiago Theatre of the Air
WELK, LAWRENCE
MBS
WELTY, GLEN
NBC, National Barn Dance
WESTON, PAUL
NBC, Johnny Merer Show
WHITEMAN, PAUL
Blue-Hall of Fame
WILLIAMS, COOTIE
MBS

— Y —

YOUNG, VICTOR
NBC, Westinghouse.

— Z —

ZIMMERMAN, HARRY
MBS, Feeling Is Mutual

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— A —

ADDY, CLYDE
KOIL, Omaha, Neb.
ALBANESE, LICIA
MBS.
ALM, JEANNE
WDAY, Fargo, N. D.
ALLEN, ELDA
WCAE, Pittsburgh, Pa.
ALLEN, ROSALIE
WAAT, Newark, N. J.
WOV, New York, N. Y.
NBC, Tex Grand & Range Riders, Alka Seltzer Barn Dance.
ALMAGUER, ROSITA
WOAI, San Antonio, Texas.
ALT, DOROTHY
WBEN, Buffalo, N. Y.
ALVAREZ, VIRGINIA
WHK, Cleveland, O.
AMADON, ARTHUR
WBZ, Boston, Mass.
AMADON, ARTHUR
WBZA, Springfield, Mass.
AMECHE, DON
NBC, Charlie McCarthy.
ANDELIN, WILLARD
WGN.
ANDERSON, ANDY
WOWO, Fort Wayne, Ind.

ANDREW SISTERS
Blue, Andrew Sisters Show.

ARIZONA WRANGLERS
KVCV, Redding, Cal.
ARRES, DON
WHN, New York, N. Y.
ARTHUR, GEORGE
WOWO, Fort Wayne, Ind.
ARTHUR, JACK
NBC, CBS.
ASHWORTH, MARY
NBC, Chesterfield Supper Club.
AUDETTE, JEAN
WGRC, Louisville, Ky.
AUSTIN, CHARLES
WIBX, Utica, N. Y.

— B —

BABBITT, HARRY
NBC, Kay Kyser Show.
BAIRD, PAUL
KID, Idaho Falls, Idaho.
BAKER, CURLY
KXEL, Waterloo, Iowa.
BAKER, GENE
CBS, American Rhapsody, Song of the Week.
BAKER, JACK
KWTO, Springfield, Mo.

BAKER, JERRY
WMCA, New York, N. Y.
Kitty Kelly Shoes.

BAKER, JOHN
MBS.
BAKER, KENNY
CBS, Blue Ribbon Town.
BAKER, NORMA
WLLH, Lowell - Lawrence, Mass.

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RCA-VICTOR

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BLUE NETWORK

BALLADIERS
WCCO, Minneapolis - St. Paul, Minn.
BALLARD, PAUL
WELO, Tupelo, Miss.
BARTELL, ED
KDKA, Pittsburgh, Pa.
BARR, BETTY
KPHO, Phoenix, Ariz.
BARRETT, CHARLOTTE J.
WCOL, Columbus, O.
BARRY SISTERS
WHN, Gloom Dodgers.

BARTON, EILEEN

CBS, Sinatra Show, Berle Show.

BATES, LULU
NBC, All-Time Hit Parade.
BAXTER, JEANNE
KDKA, Pittsburgh, Pa.
BEASLEY, IRENE
CBS, Neighbors.
BENNET, ANNE
WHOM, Jersey City, N. J.
BENTLEY, JUNE (WAC)
KHJ, Los Angeles, Cal.
BERENS, NORMAN
NBC, CBS.
BERG, FLORENCE
KDKA, Pittsburgh, Pa.
BLAINE, BOBBY
WOWO, Fort Wayne, Ind.
BENNETT SISTERS
WBBM, Chicago, Ill.

BETTS, JOHNNIE

BOMBARDIERS, THE
NBC, Ginny Simms Show.
BOND, ANN
KOMA, Oklahoma City, Okla.
BOND, JOHNNY
CBS, Hollywood Barn Dance; NBC, Gilmore Rancho; Blue, Al Pierce.
BOREN, CHARLIE
WELO, Tupelo, Miss.
BOUTIN, ROSE MAE
KVOL, Lafayette, La.
BRADSHAW, GWEN
CKRC, Winnipeg, Man., Can.
BREHMER, LARRY
KTBI, Tacoma, Wash.
BRENEMAN, MARK
CBS, Sunny Side of the Street.
BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa.
BRITO, PHIL
Blue, MBS.
BROOKS, DOROTHA
WTAM, Cleveland, O.

BROOKS, JOAN

CBS.

BROWN, DICK

Mutual. Dick Brown Show.

BROWN, KENNIE
KSOO, Sioux Falls, S. D.
BROWN, NELLIE
KSOO, Sioux Falls, S. D.
BROWN, RUSS
WBBM, Chicago, Ill.
BURFORD, ANNETTE
MBS.
BUTTON, SARA EVANS
WDBJ, Roanoke, Va.
BYRD, PAUL
WGBR, Goldsboro, N. C.

— C —

CADETS, THE
Breakfast Club.
CALDER, CRANE
MBS.
CALLOWAY, GLENNA
WSIX, Nashville, Tenn.
CAMPBELL, GUY
WOWO, Fort Wayne, Ind.
CANAVAN, MAUREEN
WMT, Cedar Rapids, Iowa, WMT, Waterloo, Iowa.
CANTOR, EDDIE
NBC, Time to Smile.
CAREY, RUTH
WCOP, Boston, Mass.
CARLTON, CAROL
KFWB, Los Angeles, Cal.
CAROL SISTERS
WGAR, Cleveland, O.
CARROLL, GEORGIA
NBC, Kay Kyser Show.
CARROLL, GLORIA
WEEI, Boston, Mass.
CARROLL, MARTHA
WFBM, Indianapolis, Ind.

LENA HORNE

CARSON, ANN
WDAY, Fargo, N. D.
CART, COLEEN
KLRA, Little Rock, Ark.
CARTER, BOB
KDKA, Pittsburgh, Pa.
CARVER, ZEB
WOV, New York, N. Y., Zeb Carver & Cousins; MBS, The Village Barn.
CASH, JIMMY
CBS, Burns & Allen.
CASHMAN, GENE
KWJB, Globe, Ariz.
CFAR OLD TIMERS
CFAR, Flin Flon, Man., Can.
CHAMBERLAIN, CHARLES
CFCY, Charlottetown, P. E. I., Can.
CHARIOTEERS, THE
NBC, Kraft Music Hall.
CLAIRE, MARION
MBS.
CLAY, JEFFREY
WBEN, Buffalo, N. Y.
CLAYTON, PATTI
NBC, Carnation Hour.
CLINE, LAURIE
WOW, Omaha, Neb.
COLAMARIO, VICI
WGY, Schenectady, N. Y.
COLUMBUS BOY CHOIR
WHKC, Columbus, O.

COMO, PERRY
NBC, Chesterfield Supper Club.

CONTE, JOHN
NBC, Maxwell House Coffee Time.
COOK, SHORTY
WOWO, Fort Wayne, Ind.
COOL, HARRY
CBS.

COOPER, JERRY
MBS, Jerry Cooper Show.

CORFLAGE, MAXINE
WHB, Kansas City, Mo.
CORNELL, LLOYD
WOWO, Fort Wayne, Ind.
CORRIGAN, MIKE
Al Pearce Show.
CORRIGAN, PAT
Al Pearce Show.
COTTON, CAROLINA
CBS, Hollywood Barn Dance.

COURTNEY, DIANE
Blue, R. & H. Beer Show, Alan Young Show.

COVINGTON, FRANCES
WSIX, Nashville, Tenn.
CRIST, JIM
WITH, Baltimore, Md.
CROSBY, BING
NBC, Kraft Music Hall.
CROSBY, BOB
Bob Crosby & Co.
CROSSROADS QUARTET
WSYR, Syracuse, N. Y.

— D —

DALEY, CASS
NBC, Kraft Music Hall; CBS, Sammy Kaye Show.

DANDRIDGE, RUBY
Hoagy Carmichael, Judy Canova.
DARBY, KEN CHORUS
NBC, Fitch Bandwagon, Westinghouse.
DAVIS, DICK
CBS, American Rhapsody.
DAVIS, GEORGE
WIBX, Utica, N. Y.
DAVIS, JOAN
KFI, Sealtest Village Store.
DAVIS, RICHARD
Blue, Charlotte Greenwood.
DAWN, MARIAN
WFBR, Baltimore, Md.
DAY, DENNIS
NBC, Grape Nuts.
DAY, "LAZY" JIM
KXEL, Waterloo, Iowa.
DAYS, BILL
CBS, Blue Ribbon Town.
D' ELLA, ANN
WTAG, Worcester, Mass.

DEAN, EDDIE
NBC, Gilmore Furlough Fun.

EILEEN BARTON
featured on
"Frank Sinatra Show"
CBS

DICK BROWN
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GUILD RECORDS

DELL, THELMA
WFBG, Altoona, Pa.
DE MOSS, LYLE
WOW, Omaha, Neb.
DENTON, JOE
WHAS, Louisville, Ky., "Fair Weather."
De SOLIS, SOLITO
Texaco Star Theatre.
DEXTER, JOAN
WHAM, Rochester, N. Y.
DINNING SISTERS, THE
NBC, MBS.
DOE, EDITH
WMUR, Manchester, N. H.
DON AND HELEN
WOWO, Fort Wayne, Ind.
DORN, GEORGE
WJLB, Detroit, Mich.

DOWNEY, MORTON
Blue, MBS, Morton Downey Show.

DRAGONETTE, JESSICA
KNX - CBS, Saturday Night Serenade.
DRAKE, GEORGE
WEW, St. Louis, Mo.
DRUMMOND, DAVE
KGO, San Francisco, Cal.
DUPLANTE, MARTHA
WEBR, Buffalo, N. Y.
DURAN, LARRY
KFBK, Sacramento, Cal.
DUTIEL, ULDENE
WPAY, Portsmouth, O.
DuVAL, JUSTINE
WAAT, Newark, N. J., "Broadwayites."

— E —

EBERT, DOROTHY
WCAO, Baltimore, Md.
EDDY, NELSON
CBS, Electric House.
EDWARDS, JOAN
CBS, Your Hit Parade.

ELLIS, ANITA
CBS, MBS.

ENCHANTERS, THE
KLS, Oakland, Cal.
ERWIN, TRUDY
NBC, Kraft Music Hall.
EVANS, DALE
KNX-CBS, Jack Carson Show.
EVANS, JOYCE
WCAO, Baltimore, Md.
EVANS, REA
KMYR, Denver, Colo., "Serenade."
EVANS, WILBUR
Blue.
EVERETT, MADELINE
WSRR, Stamford, Conn.

— F —

FALL, PETE
WOWO, Fort Wayne, Ind.
FARRELL, EILEEN
CBS.
FARRELL, SKIP
WGN.
FATS, HAPPY
KVOL, Lafayete, La., "Hill Billy," "Rainbow Ramblers."
FEENEY, JOHN
Catholic Hour.
FIELDS, GRACIE
Blue, Gracie Fields Show.
FITZGERALD, ELLA
Blue.
FLAGLER, CHARLIE
WKMO, Kokomo, Ind.
FLOWERS, SALLY
WGH, Newport News, Va.
FLOYD, JOHN
WMVA, Martinsville, Va.
FONTANA, LOU
WSLI, Jackson, Miss.
FOOTE, BRUCE
MBS.
FORD, PATTY
WBBM, Chicago, Ill.
FORREST, HELEN
NBC, CBS.
FOUNTAINAIRES, THE
NBC, Sealtest Village Store.
FOUR CLUBMEN, THE
CBS.
FOX, ROBERT
WLBJ, Bowling Green, Ky.; "None But the Best."
FRIDAY, PAT
CBS, In Time to Come, Roy Rogers Show.
FULTON, JACK
WBBM, Chicago, Ill.

JERRY COOPER
Singing Star of
"The Jerry Cooper Show"
Sundays, 9:45-10:00 P.M. WOR-MBS
Per. Mgt.: TAPS M.C.A.

DIANE COURTNEY
Management
PAUL KAPP

— G —

GAL FRIENDS, THE
WDAY, Fargo, N. D.
GALLAGHER, SGT. FRANK
KHJ, Los Angeles, Cal.
GARY, SID
WMCA, New York, N. Y.
GAYLORD, CHET
WBZ, Boston, Mass.
WBZA, Springfield, Mass.
GIBBS, GEORGIA
CBS, Durante-Moore Show.
GIRL FRIENDS, THE
WBZ, Boston, Mass.
WBZA, Springfield, Mass.
GOERS, HANNABELLE
KROS, Clinton, Iowa.
GOLDEN GATE QUARTET
CBS.
GORDINIER, NEDRA
WHAS, Louisville, Ky.; "Here's Good Luck to You."
GORDON, JEAN
KTOK, Oklahoma City, Okla.
GOULD, KATHY
WOWO, Fort Wayne, Ind.
GRAHAM, ROBERT
NBC, Rudy Vallee Show.
GRAHAM, WILLA DEAN
WCBI, Columbus, Miss.
GRANDEY, ROY
KGO, San Francisco, Cal.
GREENWOOD, CHARLOTTE
Blue, Charlotte Greenwood.
GRIMES, THERESA FRO
KOMC, Tulsa, Okla.
GROSH, ELSWORTH
WDBJ, Roanoke, Va.
GURNEY, THOMAS
WGBG, Greensboro, N. C.; "Hillbilly," "Gurney Thomas & His Hillbilly Pals."

— H —

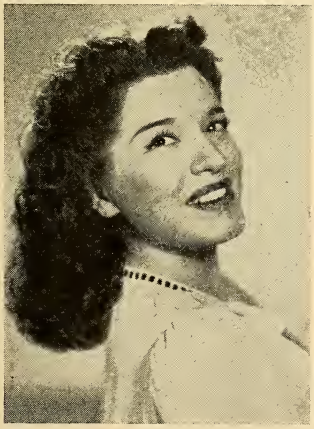
HAINES, CONNIE

NBC, Abbott & Costello; Blue, Andy Russell.

HAINES, HAPPY
WMT, Cedar Rapids, Iowa.
WMT, Waterloo, Iowa.
HALPARIN, MONTE
CKRC, Winnipeg, Man., Can.
HAPPY AND JADA
KWJB, Globe, Ariz.
HARDKE, RUTH
WSYR, Syracuse, N. Y.
HARMONY FOUR
KDKA, Pittsburgh, Pa.
HARRELL, MACK
MBS.
HASKINS, VIRGINIA
WGN, Chicago, Ill.
HAUER, VIRGINIA
WHDH, Boston, Mass.
HAYDEN, D. CLARK
KYUM, Yuma, Ariz.
HAYDEN, JUNE
KNX, Sunrise Salute.
HAYES, CLANCY
KGO, San Francisco, Calif.
HAYMES, DICK
CBS, Here's to Romance.
HAYWORTH, HERB
WOWO, Fort Wayne, Ind.
HAZELTINE, H. W.
KVEC, San Luis Obispo, Cal.
HEADLAND, LOUISE M.
WDAY, Fargo, N. D.
HENRIKSEN, JERRY
WDGY, Minneapolis-St. Paul, Minn.
HENZI, MARTHA
WWSW, Pittsburgh, Pa.
HICKS, WILBERT
CFOS, Owen Sound, Ont., Can.
HIGGINS BOYS
KXEL, Waterloo, Iowa.
HILDEGARDE
NBC, Beat the Band, Raleigh Room.
HINKLE, EDDY
WAOV, Vincennes, Ind.
HOLDEN, CRAIG
WHOM, Jersey City, N. J.; "A Song—A Dream and a Shoestring."
HOLLEY, VERA
CBS, Fun With Dunn.
HON, DARREL
KFPW, Fort Smith, Ark.
HOOD, ADELYNE
KDKA, Pittsburgh, Pa.

HORNE, LENA

HOUSTON, CORP. BOB
KHJ, Los Angeles, Cal.
HOUSTON, JOSEPHINE
Blue.



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JERRY BAKER
Past 19 Years
New York's Favorite
Staff Soloist WMCA

HROMAS, MARJORIE
KCRC, Enid, Okla.
HUFFMAN, MARIE
WTOL, Toledo, O.
HUTTON, JUNE
NBC, Johnny Mercer's Show.

— I —

INGRAM, LULU BELLE
KOME, Tulsa, Okla.
INK SPOTS
Blue.
IVERS, KAY
WBZ, Boston, Mass.
WBZA, Springfield, Mass.
IVERSON, ERNEST
WDGY, Minneapolis-St. Paul, Minn.

— J —

JACOBS, HAL
KEVR, Seattle, Wash.
JARVIS, IDA
WLAW, Lawrence, Mass.
JEANETTE
WBBM, Chicago, Ill.
JOHNSON, PAUL
WOC, Davenport, Iowa.
JOHNSON, RUTH
KMO, Tacoma, Wash.
JOHNSON, SYBIL
KFH, Wichita, Kan.
JONES, GENE
WEEI, Boston, Mass.
JONES, PEGGY
KFH, Wichita, Kans.
JORDAN, DIXIE BOY
KOMA, Oklahoma City, Okla.
JORGENSEN, KENNETH
KFUO, St. Louis, Mo.
JUBILEE SINGERS
KXEL, Waterloo, Iowa.
JUDY AND JEN
WOWO, Fort Wayne, Ind.

— K —

KAUFMAN, IRVING
WSYR, Syracuse, N. Y.
KAYE, PAT
NBC, A Song is Born.
KAY, LILLIAN
WEBR, Buffalo, N. Y.
KENNEDY, CLAIRE
WHEC, Rochester, N. Y.
KENT, ELAINE
KCRC, Enid, Okla.
KERRIGAN, JACK
WHO, Des Moines, Iowa.
KEYE, SUZANNE
WFVA, Fredericksburg, Va.
KILLICK, WHITEY
WCAX, Burlington, Vt.
KIMBERLY, HELENE
WROK, Rockford, Ill.
KINDER SISTERS
KDKA, Pittsburgh, Pa.
KING, ANGELA
WTMV, East St. Louis, Ill.
KINGS JESTERS
WBBM, Chicago, Ill.
KINGSLEY, MARIAM
WHAM, Rochester, N. Y.
KIRBY, FRED
WBT, Charlotte, N. C.
KIRBY, JOHN
KDKA, Pittsburgh, Pa.
KOCH, TOD
KOY, Phoenix, Ariz.
KOSTELUK, MAX
WEDC, Chicago, Ill.
KUZZINS, KRANZ
KOVC, Valley City, N. D.

— L —

LADEROUTE, JOSEPH
MBS.
LAMONT, HELEN
CKCK, Regina, Sask., Can.
LANDT TRIO, THE
CBS, MBS.
LANG, JUDY
MBS.
LANGFORD, FRANCES
NBC, Bob Hope.
LANNY AND GINGER
MBS.
LEE, DORIS
WBNS, Columbus, Ohio.
LEE, JACKIE
WOW, Ohama, Neb.
LEE, MARY
CBS, Jack Carson Show.
LeMASTER, MARY JANE
WMBD, Peoria, Ill.
LESTER, BILL
KOY, Phoenix, Ariz.
LEWIS, BOB
KXOX, St. Louis, Mo.
LEWIS, MONICA
CBS, Chesterfield.
LEWIS, WALTER
WTNJ, Trenton, N. J.
LILLEY, JOSEPH SINGER
NBC, Dinah Shore Show.

DON REID

Tenor

Singing Star of

THE JACK KIRKWOOD SHOW

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LOCKHART, JACK
WDAY, Fargo, N. D.
LORRAINE, KAY
Blue.
LORRE, LUCILLE
KVCV, Redding, Cal.
LOU, MARY
WDAY, Fargo, N. D.
LOUISE, LORETTA
KOA, Denver, Colo.
LU, LINDA
WDAY, Fargo, N. D.
LYNNE, EVELYN
KVOO, Tulsa, Okla.
LYTTLE SISTERS
KHJ, Los Angeles, Cal.

— M —

MAE, GEORGIA
WBZ, Boston, Mass.
WBZA, Springfield, Mass.
MAHIN, CHARLES
KMO, Tacoma, Wash.
MALLEN, HOWARD
WIBC, Indianapolis, Ind.
MANN, MARION
WENR, Chicago, Ill.
MANNERS, LUCILLE
NBC.

MANSFIELD, RONNY
KFI, Los Angeles, Cal.
KHJ, Los Angeles, Cal.; "Gracious Living."

MANSFIELD, TONY
KFI, Los Angeles, Cal.; NBC, "A Song Is Born."
MARKWELL, BERNIE
KDKA, Pittsburgh, Pa.
MARTIN, FRANK
KVCV, Redding, Cal.
MARTIN, NANCY
WENR, Chicago, Ill.
MARTIN, NORA
NBC, Eddie Cantor.
MARTIN, TED
WMCA, New York, N. Y.
MASON, MARION
WFIL, Philadelphia, Pa.
MASSEY, CURT
MBS, NBC.
MATTHEWS, SHIRLEY
WOC, Davenport, Iowa.
MATTISON, HENRY
KFH, Wichita, Kans.
MAXWELL, MARILYN
NBC, Kraft Music Hall.
McCOY, WALTER
KQV, Pittsburgh, Pa.
McENERY, DAVE
WOAI, San Antonio, Texas.
McKENZIE, FAY
CBS, Blue Ribbon Town.

McKEON, JEANNE
CBS, Jack Kirkwood.

McLEOB, OVILLA
CKCK, Regina, Sask., Can.
McTERNAN, GRACE NELSON
MBS.

McVITTY, DOROTHY
WHKC, Columbus, Ohio.

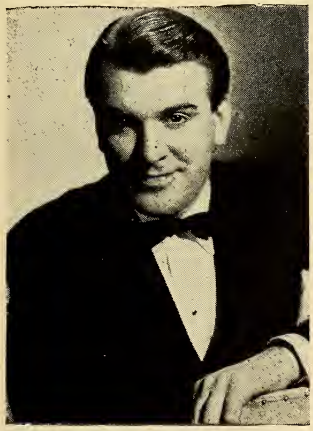
MEARS, MARTHA
Blue, Al Pearce Show; KFI, Angeles, Cal.

MELOETTES
WSYR, Syracuse, N. Y.
MERCER, JOHNNY
NBC, Music Shop.
MERRILL, JEAN
MBS.
MERRILL, ROBERT
NBC.
MERRIMAN, MARY
WJLB, Detroit, Mich.

MERRY MACS
NBC, CBS.

MILLER, FRANKIE
KOMA, Oklahoma City, Okla.
MILLER, NORMA JEAN
KGA, Spokane, Wash.
MILTON, DON
WENR, Chicago, Ill.
MITCHEL, JERRY
WTJS, Jackson, Tenn.
MIXED QUARTET
WCCO, Minneapolis-St. Paul, Minn.

MONROE, LUCY
NBC, CBS, Blue.



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"America's Dainty Lady of Song"
Third Year with ABBOTT and COSTELLO
Featured Weekly with ANDY RUSSELL
Personal Management
Edward Sherman

MOORE, CONNIE
CBS, America - Ceiling Unlimited.
MOORE, MARJORIE
WDAY, Fargo, N. D.
MORRIS, BETTY ELLEN
KDKA, Pittsburgh, Pa.
MORROW, LIZA
NBC, Listen to Liza.
MORSE, LEE
WHAM, Rochester, N. Y.
MURRAY, KEN
CHOV, Pembroke, Ont., Can.
MUSIC MAIDS AND HAL, THE
NBC, Kraft Music Hall.
MYLES, DOROTHY
WEEI, Boston, Mass.

— N —

NEAL, YVONNE
WBNS, Columbus, Ohio.
NELMS, NANCY
WDBJ, Roanoke, Va.
NOEL, MADERA
WWSW, Pittsburgh, Pa.
NOLAN, JIMMY
Blue, Tom Breneman Highlights.
NORDQUIST, INGEBORG
On Stage Everybody, MBS Screen Test.
NORMAN, BEN AND JESSIE
WNAX, Yankton, S. D.
NORTON, LEE
WKY, Oklahoma City, Okla.
NORWINE, JACK
KWK, St. Louis, Mo.
NUGENT, HELEN
WKRC, Cincinnati, Ohio.

— O —

O'HEREN, DICK
WHK, Cleveland, Ohio.
O'ROURKE, HARRIET
MBS.
OLIVER, FRED
WOWO, Fort Wayne, Ind.
ORTEGA, HORTENSE
KGLU, Safford, Ariz.
OWEN'S COWBOYS, TOM
WMT, Cedar Rapids, Iowa.
WMT, Waterloo, Iowa.
OWENS, BRUCE
KEVR, Seattle, Wash.
OWENS, JACK
WENR, Chicago, Ill.
OWENS, JAYNE
WDAY, Fargo, N. D.

— P —

PAGE, PATTI
KTUL, Tulsa, Okla.
PAIGE, CAROL
WCAU, Philadelphia, Pa.
PALMER, EARL
MBS.
PAQUET, MARGUERITE
CKCV, Quebec, Can.
PARKER, FREDNA
WEW, St. Louis, Mo.
PAULEE, MONA
MBS.
PEERCE, JAN
MBS.
PELLEY, CHARLES
WEEI, Boston, Mass.
PERRY, BILL
CBS.
PHILLIPPS, SUE
WMT, Cedar Rapids, Iowa.
WMT, Waterloo, Iowa.
PIED PIPERS, THE
NBC, Chase & Sanborn.
PIERSON, WILLIE
WNAX, Yankton, S. D.
PIKE, RUSS
KTFI, Twin Falls, Idaho.
PLUMLEE, RUTH
KGLU, Safford, Ariz.
PONCE, INEZ
KMYR, Denver, Colo.
POOLE, BETTY
KROS, Clinton, Iowa.
POWELL, DICK
NBC, Fitch Bandwagon.
PRESCOTT, PATSY
KOY, Phoenix, Ariz.
PRESTON, DICK
WBZ, Boston, Mass.
WBZA, Springfield, Mass.
PRICE, HOWARD
KDKA, Pittsburgh, Pa.

— Q —

QUILLING, AMY
KGCX, Sidney, Mont.
QUILLING, WALTER
KGCX, Sidney, Mont.

JEANNE McKEON

"The Jack Kirkwood Show"
CBS

DAVE STREET

Featured Singer
"SEALTEST VILLAGE STORE"
NBC—Thursday 9:30 EWT.

— R —

RAMIREZ, CARLOS
NBC, Maxwell House Coffee Time.
RANDOLPH, LILLIAN
Great Gildersleeve, Al Pearce.
RCA VICTOR CHORUS
NBC, What's New?

REID, DON
CBS, Jack Kirkwood Show.

RAITT, JOHN
Shaeffer World Parade, Becker's Pet Parade, KC Jamboree.
REYNOLDS, BRAD
WHN, New York, N. Y.; CBS.
RISSLING, ROBERT
WTAG, Worcester, Mass.
ROBERTS, CURLY
KMJ, Fresno, Calif.
ROBERTSON, "TEXAS" JIM
Blue.
RODENHAUSER, JEANNETTE
WTOL, Toledo, O.
ROESE, RAY
WBNS, Columbus, O.

ROGERS, ROY
MBS, Roy Rogers Show.

ROMEOS, THE
Blue.
ROPA, HOWARD
WOWO, Fort Wayne, Ind.
ROSS, SHIRLEY
NBC, Bob Burns.
ROWE, GENEVIEVE
MBS.
ROWE, RALPH
WMT, Cedar Rapids, Iowa.
WMT, Waterloo, Iowa.
RUVINOFF, NINA
WTAM, Cleveland, O.

— S —

SADLER, SHIRLEY
WKY, Oklahoma City, Okla.
SAHLIN, ALFRED
WDGY, Minneapolis-St. Paul, Minn.
SALATHIEL, JERRY
Al Pearce Show.
SALLY AND SUE
WDAY, Fargo, N. D.
SAXON, DON
MBS, Dubarry Success Story.
SAYLES, FRED
WAAT, Newark, N. J.
SCHOOLEY, IVAN
KOA, Denver, Col.
SCOTT, MARY EVELYN
WAPI, Birmingham, Ala.
SEAGLE, JOHN
WGY, Schenectady, N. Y.
SEAMANS, ADRIAN
WDGY, Minneapolis- St. Paul, Minn.
"SERENADERS"
WHB, Kansas City, Mo.
SEWART, FRANKLYN
NBC, Bob Crosby Show.
SHANNON BILL
WIBG, Philadelphia, Pa.
SHAW, SONIA
KGO, San Francisco, Calif.
SHERMAN, LILLIAN
WHK, Cleveland, O.
SHOEY
WDAY, Fargo, N. D.
SHOOK, LOIS
KOAM, Pittsburgh, Kans.

SHORE, DINAH
NBC, Open House.

SIMMS, GINNY
NBC, Ginny Simms Show.
SINATRA, FRANK
CBS, Frank Sinatra Show; Your Hit Parade.
SLATTERY, JACK
CBS, Song of the Week.
SMITH, BOB
WBEN, Buffalo, N. Y.
SMITH, HELEN
WHBF, Rock Island, Ill.
SMITH, JACK
CBS.

SMITH, KATE
CBS, Kate Smith Hour.

SPENCE, WILMA
Screen Test, Norman Cordon Sings, Mary Margaret McBride.
SPORTSMEN QUARTET, THE
CBS, In Time to Come.
SONS OF THE PIONEERS
Roy Rogers Show.
STAFFORD, JO
NBC, Johnny Mercer Show.
STALLARD, BILL
WOWO, Fort Wayne, Ind.

RONNY MANSFIELD

Singing Songs of Today
Yesterday and Tomorrow
ON
KFI—Mon. Through Sat.
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KHJ and Don Lee Net:
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"GRACIOUS LIVING"
KNX—Guest "INGLEWOOD PARK CONCERT"

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MON., WED., FRI.

STEFFEN, ART
WHAM, Rochester, N. Y.
STEVENS, HAL
Blue, Glamour Manor.
STEVENS, KAY
WHN, New York, N. Y.
STEVENS, LARRY
NBC, Lucky Strike, Jack Benny.
STEWART, FRANKLYN
WCKY, Cincinnati, O.
STEWART, LARRY
Blue, Hollywood Star Time.

STREET, DAVE

NBC, Sealtest Village Store.

SULLIVAN, JERI
CBS.
SWEET, ROGER
WLIB, New York, N. Y.
SWEETLAND, SALLY
NBC, Gaslight Gayeties.

— T —

TAILOR MAIDS, THE
Earl Carroll's.
TALLY, RUTH
WSIX, Nashville, Tenn.
TANNER, EARLE
NBC, Carnation Hour.
TAYLOR, CONNIE LEE
WLAC, Nashville, Tenn.
TEXAS, RANGER, THE
WDAY, Fargo, N. D.
THOMAS, JOHN CHARLES
Westinghouse.
THOMPSON, HUGH
MBS.

THOMPSON, JOHNNY

Blue, Song Salesman, Benjamin Moore Paint Co.

THREE SISTERS
CBS.
TILTON, MARTHA
Guest Shots on Jack Benny, Melody Round-Up Hour; Others.
TRANELL, TERRY
WGAR, Cleveland, O.
TRAVIS, MERLE
CBS, Hollywood Barn Dance.
TUCKER, RICHARD
MBS.

— V —

VALENTINO, FRANCESCO
MBS.
VICKEE
Blue.
VICKLAND, FLORENCE
MBS.
VOCAL GROUP (Mixed)
WCCO, Minneapolis-St. Paul, Minn.

— W —

WAIN, BEA
CBS, NBC; Alan Young Show.
WALKER, LARRY
WBT, Charlotte, N. C.

WAYNE, JERRY

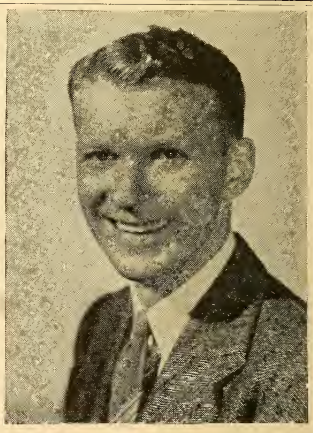
Blue, Jerry Wayne Show.

WEBSTER, JEAN
WFBR, Baltimore, Md.
WELLS, DICK
WTIC, Hartford, Conn.
WEST, PENNY
WOWO, Fort Wayne, Ind.
WEST, WAYNE
WMBD, Peoria, Ill.
WILKIE, EARL
WGN.
WILLIAMS, GENE L.
WSPD, Toledo, O.
WILSON, EILEEN
Blue, Remember Hour.
WILSON, JANET
WSYR, Syracuse, N. Y.
WILSON, WOODY
WGY, Schenectady, N. Y.
WOOD, LARRY
WKRC, Cincinnati, O.
WOODS, ILENE
Blue.
WRIGHTSON, EARL
Pause That Refreshes, Morton Downey Program, Great Moments in Music, Squibb Program, Cities Service.
WYNNE, CAROL
WFIL, Philadelphia, Pa.

— Y —

YEATON, LUCY OLDRUM
WSRR, Stamford, Conn.
YOUNG, MARC
WHOM, Jersey City, N. J.

EDDIE DEAN
GILMORE FURLOUGH FUN
NBC



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KGW, Portland, Oregon
ABRAMCHIK, WILLIAM
WEDC, Chicago, Ill.
ACKERLEY, GENE
KID, Idaho Falls, Idaho
ADAMS, CHARLES
WMVA, Martinsville, Va.
ADAMS, JOHN
CBS, South & Central Pacific
AGRONSKY, MARTIN
Blue
AITKENS, GAILES
WAYS, Charlotte, N. C.
ALAN, PAT
WCLO, Janesville, Wisc.
ALBRIGHT, DR. ROBERT E.
WBEN, Buffalo, N. Y.
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WCAU, Philadelphia, Pa.
ALDERSON, JOHN
WFBR, Baltimore, Md.
ALDERSON, RON
CKRC, Winnipeg
ALDRICH, BILL
CFOS, Owen Sound
ALDRIDGE, MAHLON
KXOX, St. Louis, Mo.
ALLEN, BOB
KFAB, Lincoln, Neb.

ALLEN, IRWIN
KMTR, Hollywood Merry-Go-Round

ALLEN, IRWIN
KFIZ, Fond du Lac, Wisc.
ALLBROOK, ROBERT
WLB, Minneapolis, Minn.
AMOS, FRED
KGHF, Pueblo, Colorado
ANDERSON, ROBERT
WSTV, Steubenville, Ohio
ANDERSON, WARREN
WING, Dayton, Ohio
ANDREWS, RUSS
WFBR, Baltimore, Maryland
ARLINGTON, CHARLES
KQW, San Jose, Calif.
ARMSTEAD, GEORGE
WDRC, Hartford, Conn.
ARMSTRONG, JOHN
WHDL, Olean, N. Y.
ATKINS, GLEN
CBS, Chungking
AYERS, BILL
WSBT, South Bend, Ind.

— B —

BAILEY, ANGUS
WSAR, Fall River, Mass.

BAKER, ART
Mutual, Never Too Old.
KFI, Art Baker's Note Book

BAKER, CHARLES
KOA, Denver, Colo.
BALTER, SAM
KECA, Los Angeles
KFWB, Los Angeles
BARRY, JACK
WTTM, Trenton, N. J.
BARRY, JOHN
WBZ, WBZA, Boston, Springfield, Mass.
BARBE, CHARLES
KGW, Portland, Ore.

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HARRY W. FLANNERY

Author of
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BAUER, G. F. ("Red")
WINN, Louisville, Ky.
BAUKHAGE, H. R.
Blue
BAXTER, LIONEL
WAPI, Birmingham, Ala.
BAYLOR, DAVID
WGAR, Cleveland, O.
BLACK, ALGERNON
WQXR, New York, N. Y.
BIER, JOSEPH
WOR, New York, N. Y.
BILLMEYER, DOUGLAS
KFPY, Spokane, Wash.
BONO, VICTOR
WPAB, Ponce, Puerto Rico
BEALL, JACK
WLW, Cincinnati, O.
BEATTY, MORGAN
WRC, Washington, D. C.
BEHRENS, MARVIN
WBZ & WBZA, Boston, Springfield, Mass.
BELL, JACK
WTCN, Minneapolis, St. Paul, Minn.
BENEDICT, BARBARA
WBYN, Brooklyn, N. Y.
BENES, JOSEPH
WKZO, Kalamazoo, Mich.
BENTLEY, JULIAN
WLS, Chicago, Ill.
BERCOVICI, B. S.
KFEL, Denver, Colo.
BERRY, DICK
WEBQ, Harrisburg, Ill.
BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.
BOHACK, BILL
WPAT, Paterson, N. J.
BORNE, GLADYS
WISR, Butler, Pa.
BOYER, JOHN
KTRB, Modesto, Calif.
BREEN, ED
KVFD, Fort Dodge, Ia.
BRIGHT, HARRY
WGBR, Goldsboro, N. C.
BRINKMAN, HARRY
WTCM, Traverse City, Mich.
BRONSON, GEORGE
WELI, New Haven, Conn.
BROWN, CECIL
MBS.
BROWN, DICK
WINN, Louisville, Ky.
BROWNE, PAUL
WAIM, Anderson, S. C.
BROWNING, BOB
WKNY, Kingston, N. Y.
BRYAN, RALPH
KVCV, Redding, Calif.
BRYSON, JOHN
Blue.
BULL, ROBERT
WSBT, South Bend, Ind.
BURDETT, WINSTON
CBS, Italy and France
BURKE, J. FRANK
KFVD, Los Angeles, Calif.
BURNS, DICK
WTTM, Trenton, N. J.
BUTLER, JAMES W.
WGBR, Goldsboro, N. C.
BYRON, JAMES
KHUB, Waysonville, Calif.

— C —

CAFFEY, BOB
WMC, Memphis, Tenn.
CAIRNS, CY
CKRC, Winnipeg, Man., Can.
CALMER, NED
CBS, New York City
CANADAY, EWING
WKY, Oklahoma City, Okla.
CARLSON, HUGO
KGO, San Francisco, Calif.
CARLSON, JR., TED
KWIL, Albany, Ore.
CARTER, SHEELAH
KFEL, Denver, Colo.
CHAMBERS, LENOIR
WTAR, Norfolk, Va.
CHAPEL, JOHN K.
KROW, Oakland, Calif.
CHARLES, LEWIS
WOV, New York, N. Y.
CHARLES, HENRY (Free lance)
KFWB, Los Angeles, Calif.
CHASE, MILTON
WLW, Cincinnati, O.
CHILDS, RALPH
KMA, Shenandoah, Ia.
CHOATE, ROBERT A.
KWFC, Hot Springs, Ark.
CHISTIANSEN, K.
KUSD, Vermillion, S. D.
CHRISTOPHER, ROBERT
WMAN, Mansfield, O.
CHURCHILL, TED
WCOP, Boston, Mass.
CLANCY, DORIS
CKOC, Hamilton, Ont., Can.

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BAKER

"ART BAKER'S NOTE BOOK"

"NEVER TOO OLD"

Mutual Network

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CBS
CLARK, HERBERT M.
Blue
CLAUSEN, MAJ. WALTER B.
WCKY, Cincinnati, O.
CLEMENT, EARLE
WEIM, Fitchburg, Mass.

CLOSE, UPTON
NBC, World News Parade; KHJ, Los Angeles, Calif.

COCHRAN, RONALD Y.
WHOM, Jersey City, N. J.
COE, DONALD
Blue
COFFEE, DICK
KORN, Freemont, Neb.
COFFIN, PROF. HARRISON C.
WSNY, Schenectady, N. Y.
COFFIN, TRIS
CBS, Washington, D. C.
COGGESHALL, JOE
KOB, Albuquerque, N. M.
COLLINGWOOD, CHARLES
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COLLINS, LEONARD
WTTM, Trenton, N. J.

COMBS, GEORGE H., JR.
WHN, New York, N. Y.

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CONDON, GLENN
KTUL, Tulsa, Okla.
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WHAS, Louisville, Ky.
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CKCK, Regina, Sask., Can.
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KMPC, Off the Record
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WBTA, Batavia, N. Y.
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WMSL, Decatur, Ala.
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WKY, Oklahoma City, Okla.
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WFMJ, Youngstown, O.
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KTYW, Yakima, Wash.
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KWOC, Poplar Bluff, Mo.
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CZUWARA, WILLIAM
WEDC, Chicago, Ill.

— D —

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— F —

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KSFO, San Francisco, Calif.
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WEW, St. Louis, Mo.
FIDLER, JIMMY
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WIND, Chicago, Ill.
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WLAP, Lexington, Ky.
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WSM, Nashville, Tenn.
FORDYCE, GERRY
WGRC, Louisville, Ky.
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WDSU, New Orleans, La.
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WOOL, Columbus, O.

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GARDINER, DON
Blue

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WBRK, Pittsfield, Mass.
GERAGHTY, LARRY
WAGM, Presque Isle, Me.
GIBBONS, THOMAS
WPIC, Sharon, Pa.
GIVEN, KEN D.
WLBJ, Bowling Green, Ky.
GLADSTONE, HENRY
WOR, New York, N. Y.
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GOERCH, CARL
WPTF, Raleigh, N. C.
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WEVD, New York, N. Y.
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KFH, Wichita, Kans.
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KTKC, Visalia, Calif.
GRAHAM, BILL
WDGY, Minneapolis- St. Paul, Minn.
GRANT, AUSTIN
WWJ, Detroit, Mich.
GRANT, DOUG
WMT, Cedar Rapids, Iowa
WMT, Waterloo, Iowa
GRANVILLE, CHARLES
KFAC, Los Angeles, Calif.
GREBE, EARL C.
WSPD, Toledo, O.
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CKEY, Toronto, Ont., Can.

GREGORY, MARK
WJR, Detroit, Mich.
GRIER, HARRY
KTRH, Houston, Texas
GRIFFIN, ALEXANDER
MBS
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KXEL, Waterloo, Iowa
GROVE, ROY
WTTM, Trenton, N. J.
GROYER, TED
WBYN, Brooklyn, N. Y.
GWYNN, EDITH
NBC, Rudy Vallee Show

— H —

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KOIL, Omaha, Neb.
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WADC, Akron, O.
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MBS.
HALL, FRED
WDSU, New Orleans, La.
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KGFJ, Los Angeles, Calif.
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CBS, Human Side of News

HILLMAN, WILLIAM
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HITE, BOB
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WJEF, Grand Rapids, Mich.
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WIBW, Topeka, Kans.
HOPKINS, WES.
WTTM, Trenton, N. J.
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JACOB, HANS
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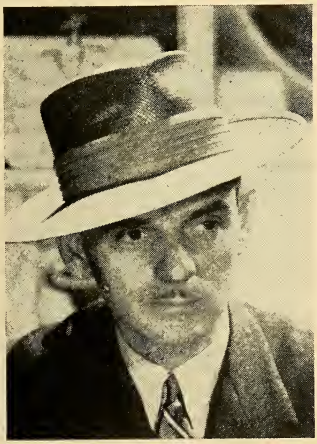
JACOBS, TOM
KTRH, Houston, Tex.
JAMES, STEPHENS
WEEI, Boston, Mass.
JAY, HARRY M.
WLOK, Lima, Ohio.



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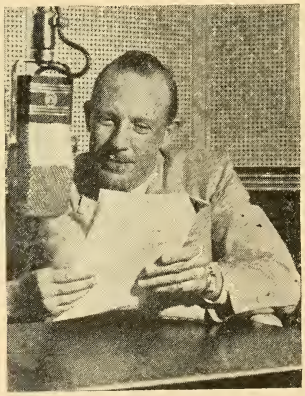

BILL PENNELL
"DISPATCH FROM REUTERS"
KFWB — 8:00 p.m. PWT

JOHNSON, AVA
KXEL, Waterloo, Iowa.
JOHNSTONE, FRANK
KQW, San Jose, Calif.
JOHNSTONE, FRED
CKWS, Kingston, Can.
JOHNSON, TED
KFBI, Wichita, Kans.
JOHNSON, GLEN
WHOP, Hopkinsville, Ky.
JOHNSON, PHILIP N.
WHEB, Portsmouth, N. H.

— K —

KAUFMAN, LOUIS
KQV, Pittsburgh, Pa.
KEARNS, JOSEPH
CBS.
KEEFE, HOWARD S.
WSPR, Springfield, Mass.
KELLEY, BOYD
KFJZ, Ft. Worth, Tex.
KELLY, JOSEPH
WHDH, Boston, Mass.

KENNEDY, JOHN B.
Blue, New York.

KENNEY, FRED
WROL, Knoxville, Tenn.
KENT, JOHN
WWL, New Orleans, La.
KENT, ROBERT
WHIS, Bluefield, W. Va.
KESSLER, DAVID E.
WHAM, Rochester, N. Y.
KIERNAN, RAY
WEEI, Boston, Mass.
KIERNAN, WALTER
Blue, New York.
KILGORE, SHIRLEY
WDSU, New Orleans, La.
KINGDON, DR. FRANK
WMCA, New York.
KINGSBURY, GILBERT
WLW, Cincinnati, Ohio.
KING, CY
WEBR, Buffalo, N. Y.
KNELL, JACK
WBT, Charlotte, N. C.
KNUTSON, MILO
KFBI, Wichita, Kans.
KREGELCH, HUBERT
WSPR, Springfield, Mass.
KRESBACH, E.
KGCX, Sidney, Mont.
KUTZ, EDWARD C.
WSPD, Toledo, Ohio.

— L —

LACKEY, ERNEST
WHOP, Hopkinsville, Ky.
LACKEY, HECHT S.
WSON, Henderson, Ky.
LACY, JACK
KOKO, La Junta, Colo.
LAMB, BRITT
WLAY, Musele Shoals City, Ala.
LANE, DICK
KFBC, Cheyenne, Wyo.
LANG, WILLIAM
MBS.
LARSON, WHITEY
WNAX, Yankton, S. D.
LATHAM, JACK
KFI, Los Angeles, Calif.
LAUNER, ED
KODY, North Platte, Neb.
LAW, GLEN
KRNT, Des Moines, Iowa.
LAWTON, FLEETWOOD
KMJ, Fresno, Calif.
LEE, DONNA
WTMV, East St. Louis, Ill.
LEE, MARY D.
KGFF, Shawnee, Okla.
LEE, TED
WISH, Indianapolis, Ind.
LEIMERT, TIM
CBS.
LEITCH, ALBERT
Blue.
LEONARD, JOSEPH J.
KNOX, Knoxville, Tenn.
LESLIE, JOHN
WOW, Omaha, Neb.
LESUEUR, LARRY
CBS.
LEWIN, JACK
WFDF, Flint, Mich.
LEWIS, DON
WWL, New Orleans, La.
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MBS.
LEWIS, R. P.
KOKO, La Junta, Colo.

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News Analyst

DON LEE—MUTUAL

LYLE VAN

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KAST, Astoria, Ore.
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KOB, Albuquerque, N. M.
LONG, CHET
WCOL, Columbus, Ohio.
LONG, RUSS
WCSC, Charleston, S. C.
LONGMIRE, CAREY
WLIB, New York, N. Y.
LYNCH, CECIL
KTRB, Modesto, Calif.

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MacFARLANE, DAVID L.
KTSW, Emporia, Kans.
MacFARLANE, IAN ROSS
WITH, Baltimore, Md.
MAGUIRE, DICK
KQW, San Jose, Calif.
MALONE, TED
Blue.
MANN, NED
WHK, Cleveland, Ohio.
MANUEL, KEN
WWJ, Detroit, Mich.
MARBLE, HARRY
CBS.
MATHIS, LYLE
KVCV, Redding, Calif.
MARTIN, JAMES
WGAR, Cleveland, Ohio.
MARTYN, GIL
Blue.
MARX, JERRY
KOMA, Oklahoma City, Okla.
MacLEAN, JOHN
WHEC, Rochester, N. Y.
MAHONEY, RALPH
KOY, Phoenix, Ariz.
MASON, ART
KMPC, Bakersfield, Calif.
MASSELL, ROBERT
Blue.
MAY, EARL
KMS, Shenandoah, Iowa.
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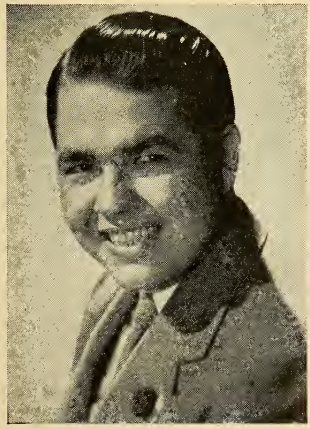
CBS, Washington, D. C.
McCAIN, BILL
WBRC, Birmingham, Ala.
McCARTHY, TOM
WKRC, Cincinnati, Ohio.
McCORMICK, ROBERT
WRC, Washington, D. C.
McCUNE, JOHN
WAPI, Birmingham, Ala.
McDONALD, ARCH
WTOP, Washington, D. C.
McDONALD, IRVING T.
WEEI, Boston, Mass.
McGILL, J. H.
KGHF, Pueblo, Colo.
McKEE, ALLAN
KFAC, Los Angeles, Calif.
McCLURE, KEN
WOAI, San Antonio, Tex.
McELVEEN, MOODY
WCOS, Columbia, S. C.
McMURRAY, EMMET H.
WJPR, Greenville, Miss.
McPHERSON, G. A.
WDOD, Chattanooga, Tenn.
McTIGUE, HARRY
WINN, Louisville, Ky.
MEISTER, DON
WDSU, New Orleans, La.

MEYERS, TED
KFI, Los Angeles, Calif.

MICKELSON, SIEGFRIED
WCCO, Minneapolis, Minn.
MILLER, DAVID L.
WAAT, Newark, N. J.
MILLER, KENT
KVOO, Tulsa, Okla.

MILLER, MARVIN
Hollywood.

MILLS, DR. LENNOX
WCCO, Minneapolis, Minn.
MITCHELL, DAVE
KTUL, Tulsa, Okla.
MITCHELL, EVERETT
WMAQ, Chicago, Ill.
MONROE, JIM
KCMO, Kansas City, Mo.
MONROE, WILSON
KTKC, Visalia, Calif.
MONTANO, CARLOS
KPHO, Phoenix, Ariz.
MOORAD, GEORGE
CBS, Moscow.
MOORE, DAVE
KLS, Oakland, Calif.
MORGAN, THOMAS
WOV, New York, N. Y.



MARVIN MILLER
Management
M.C.A.

BOB SWAN

Announcer—News Commentator
KFI - NBC

MORROW, JOHN
WISH, Indianapolis, Ind.
MORSE, TONY
KGO, San Francisco, Calif.
MOSELEY, SYDNEY
WOR, New York, N. Y.
MOWRER, EDGAR ANSEL
WMCA, New York, N. Y.
MUELLER, MARVIN
Blue.
MULVHILL, GEORGE
KGUO, Missoula, Mont.
MURRAY, JOHNNY
KFI, Los Angeles, Calif.
MURROW, EDWARD R.
CBS, London.
MYERS, ROBERT
WMBH, Joplin, Mo.

— N —

NABORS, TED
KTRH, Houston, Tex.
NASH, R. J.
KRNT, Des Moines, Iowa.
NEAL, BOB
WJIM, Lansing, Mich.
NEFF, ERNIE
WCAE, Pittsburgh, Pa.
NEITHAMER, LT. COL. WM.
KTSA, San Antonio, Tex.
NEWKIRK, ALFRED B.
WICA, Ashtabula, Ohio.

— O —

O'DELL, STUART, JR.
WHLN, Harlan, Ky.
O'NEILL, EDWARD G.
WGNY, Newburgh, N. Y.
O'NEILL, JIMMY
KORN, Fremont, Neb.
OPPER, FREDERICK B.
Blue.
ORR, JOHN T.
WHBQ, Memphis, Tenn.
OTTO, BOB
WKRC, Cincinnati, Ohio.
OVIATT, RAY
WMRN, Marion, Ohio.

— P —

PAIGE, NORMAN
Blue.
PARKER, JACK
WJIM, Lansing, Mich.
PARKER, ROBERT
WLW, Cincinnati, Ohio.
PARLIN, AL
WHKC, Columbus, Ohio.
PARSONS, LOUELLA
Blue.
PATTERSON, PAT
WMT, Cedar Rapids, Iowa.
PAULSON, ROBERT
KATE, Albert Lea, Minn.
PEACHER, GWENDOLYN
KNX, Los Angeles, Calif.
PEARSON, DREW
Blue, Washington, D. C.
PEARSON, LEON
WMCA, New York.
PECK, HARRY
KOIL, Omaha, Neb.

PENNELL, BILL
KFWB, Los Angeles, Calif.

PERKINS, DR. DEXTER
WHEC, Rochester, N. Y.
PETERS, HAROLD
Blue.
PETERS, KEN
KTMS, Santa Barbara, Calif.
PLACE, LOU
KGFJ, Los Angeles, Calif.
PLIMMER, DENIS
WQXR, New York, N. Y.
POBERS, MICHAEL
WQXR, New York, N. Y.
POLLOCK, REED
KDON, Monterey, Calif.
POPE, RUSSELL
KVCV, Redding, Calif.
PORTMAN, DAVID
WFAS, White Plains, N. Y.
PRESS, CARL
WKRC, Cincinnati, Ohio.

PRINGLE, NELSON
Columbia, Pacific Coast.

PRYOR, DON
CBS, Washington.

— R —

RALEIGH, JOHN
WCCO, Minneapolis, Minn.

DAVE VAILE

Announcer - Producer

C.B.S.

TED MEYERS

★

News Editor
Announcer
KFI

REA, BOBBY
WLAY, Muscle Shoals City, Ala.
READ, HARLAN E.
WBBM, Chicago, Ill.
READ, LAWRENCE
WEXL, Royal Oak, Mich.
REDEEN, ROBERT L.
WOC, Davenport, Iowa.
REILLY, ARTHUR
WLW, Cincinnati, Ohio.
REPAID, BILLY
MBS, Washington, D. C.
REPAID, HAL
WJLB, Detroit, Mich.
REYNOLDS, CARROLL
WHOT, South Bend, Ind.
RICHARDSON, H. LARRY
WIBC, Indianapolis, Ind.
RICHMOND, R. W.
WHKK, Akron, Ohio.
RIDER, GENE
CBS.
RIPPETOE, WM. F.
WBOW, Terre Haute, Ind.
RISS, DANIEL
WLW, Cincinnati, Ohio.
ROBATOR, HARRY
WMAS, Springfield, Mass.
ROBERTS, CLETE
Blue.
ROBERTS, LEON
WJTN, Jamestown, N. Y.
ROBINSON, H. L.
KGNC, Amarillo, Tex.
ROBINSON, PRESCOTT
WOR, New York.
ROBY, VIC.
KOA, Denver, Colo.
ROCHE, WILLIAM
WFBR, Baltimore, Md.
ROE, RUSSELL
KFAM, St. Cloud, Minn.
ROGER, SYDNEY
KSFO, San Francisco, Calif.
ROSE, BOB
WOOD, Grand Rapids, Mich.
ROWE, FLO BEACH
WSIB, Ogdensburg, N. Y.
RUGH, VIC
KANS, Wichita, Kans.
RUKEYSER, MERRLE STANLEY
NBC—CBS.
RYKARD, BRIM
WIS, Columbia, S. C.

— S —

SACHAR, DR. A. L.
WOR, New York.
SANDERS, WAYNE A.
KTUC, Tucson, Ariz.
SANDERS, WILLIAM L.
WHIO, Dayton, Ohio.
SANTEE, PAUL
KXEL, Waterloo, Iowa.
SARGENT, L. F.
WEEI, Boston, Mass.
SCHWARTZ, JULIAN
WSRR, Stamford, Conn.
SCHENKER, ANDRE
WTIC, Hartford, Conn.
SCHNEIDER, ALBERT F.
WSPD, Toledo, Ohio.
SCHOOLEY, IVAN
KOA, Denver, Colo.
SCHUBERT, PAUL
MBS, New York.
SCOOLER, ZVEE
WEVD, New York, N. Y.
SCOTT, ARTHUR J.
WCOP, Boston, Mass.
SCOTT, CHARLES P.
KTKC, Visalia, Calif.
SCOTT, CREIGHTON
Blue.
SCOTT, JOHN
KRBC, Abilene, Tex.
SEIFERD, CHARLES
KWTO, Springfield, Mo.
SERGIO, LISA
WQXR, Blue, New York, N. Y.
SEVAREID, ERIC
CBS, London.
SHADELL, WILLARD
CBS, London.
SHARPE, VIRGIL
KOIL, Omaha, Neb.
SHAW, BRUNO
WJZ, New York.
SHEDD, EDWARD
KTMS, Santa Barbara, Calif.

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AP !

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EVERY NITE AT 5:30
HOLLYWOOD INSIDE OUT!
• Behind the Camera
• Star Interviews
• The Inside Story
IRWIN ALLEN
and the
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IN HOLLYWOOD:
KMTR—570 Kc.
IN CHICAGO:
WAAF—950 Kc.

SHEEHAN, VINCENT
Blue.

SHERA, ART
WOOD, Grand Rapids, Mich.

SHIRER, WILLIAM
CBS, New York.

SINGISER, FRANK
MBS, New York.

SMITH, B. A.
WSON, Henderson, Ky.

SMITH, BECKLEY
WJAS, Pittsburgh, Pa.

SMITH, DICK
WHB, Kansas City, Mo.

SMITH, HOWARD K.
CBS, London.

SOWARD, OLAF
WIBW, Topeka, Kans.

SOUDER, EDMUND L.
Blue.

SPENCER, MURON
WKRC, Cincinnati, Ohio.

SPENCER, RAY
WHK, Cleveland, Ohio.

STANLEY, LARRY
KFH, Wichita, Kans.

STANTON, JESS
KVOP, Plainview, Tex.

STAUDT, WILLIAM
WADC, Akron, Ohio.

STEEL, JOHANNES
WHN, New York.

STEIN, MYRL
KGKL, San Angelo, Tex.

STEINKOPF, ALVIN
WBBM, Chicago, Ill.

STERLING, DR. WALLACE
CBS, New York.

STERNBERGER, ESTELLE M.
WQXR, New York, N. Y.

STEVENS, JACK
WDRC, Hartford, Conn.

STOCKWELL, RICHARD E.
WCCO, Minneapolis, Minn.

STORM, JOE
NBC.

STOOKEY, CHARLES
KXOK, St. Louis, Mo.

STOWE, LELAND
Blue.

STUELPNAGEL, FRED
KVOV, Redding, Calif.

STURM, C. C.
KMPC, Bakersfield, Calif.

STUTES, MARION
WKZO, Kalamazoo, Mich.

STYLES, HAL.
KFWB, Hollywood, Calif.

SWAN, BOB
KFI, Los Angeles, Calif.

SWAN, PAUL
WTAG, Worcester, Mass.

SWEENEY, WARREN
CBS, New York.

SWENSON, HARVEY G.
KFAB, Lincoln, Neb.

SWEET, BEN
WMAS, Springfield, Mass.

SWING, RAYMOND
Blue.

— T —

TABOUIS, GENEVIEVE
WQXR, New York, N. Y.

TARKINSON, CHARLES
WHDH, Boston, Mass.

TAYLOR, DON
WLAC, Nashville, Tenn.

THOMPSON, DOROTHY
Blue.

TIGHE, LAWRENCE
Blue.

TOBIN, JOE
WINS, New York, N. Y.

TOMLINSON, EDWARD
Blue.

TRAUM, WM. R.
WROK, Rockford, Ill.

TROUT, BOB
CBS, New York.

TRUE, HAROLD
WWJ, Detroit, Mich.

TWISS, BUDDY
Blue.

— U —

UEBELHART, JAMES W.
WSPD, Toledo, Ohio.

USHER, ROY
CKUA, Edmonton, Can.

UTLEY, CLIFTON
WMAQ, Chicago, Ill.

— V —

VAILE, DAVE
CBS.

VAN de VEER, McCLELLAN
WSGN, Birmingham, Ala.

VAN, LYLE
WEAF.

VANDEVENTER, FRED
WOR, New York.

VAN DYKE, RUSS
WNAX, Yankton, S. D.

VAN VOORHEES, WESTBROOK
Blue.

VAUGHN, EDDIE
KMA, Shenandoah, Iowa.

VADEBONEUR, E. R.
WSYR, Syracuse, N. Y.

VELIE, LESTER
WQXR, New York, N. Y.

— W —

WAGES, JOHN
KPHO, Phoenix, Ariz.

WALES, MRS. SIDNEY
KROW, Oakland, Calif.

WALLACE, EDWARD
WTAM, Cleveland, Ohio.

WALRATH, WALTER W.
WICA, Ashtabula, Ohio.

WALSH, J. RAYMOND
WMCA, New York, N. Y.

WALTON, SIDNEY
WHN, New York, N. Y.

WASS, BOB
WADC, Akron, Ohio.

WAYNE, CARTER
WHK, Cleveland, Ohio.

WEATHERWAX, JACK
CJKL, Kirkland Lake, Can.

WEAVER, BEN
KSRO, Santa Rosa, Calif.

WENTWORTH, RUTH
KECA, Los Angeles, Calif.

WESP, MILFORD
WBEN, Buffalo, N. Y.

WHITLOCK, BILL
WLAV, Grand Rapids, Mich.

WILLIAMS, DOC
WADC, Akron, Ohio.

WILLIAMS, GLENN
WAGE, Syracuse, N. Y.

WILLIAMS, TOD
WHN, New York, N. Y.

WILLS, DAVID
Blue.

WILSON, DON
KOTA, Rapid City, S. D.

WILSON, GEORGE E.
KWTO, Springfield, Mo.

WILSON, HOWARD
KSLM, Salem, Ore.

WILLSON, JIMMIE
WAPI, Birmingham, Ala.

WILSON, LIVELY
WLBJ, Bowling Green, Ky

WILSON, STU.
KHJ, Hollywood, Calif.

WINCHELL, WALTER
Blue.

WOLPERS, ALLAN
KWOC, Popular Bluff, Mo.

WOOD, HARRISON
Don Lee, MBS.

WOOD, LARRY
KHJ, Hollywood, Calif.

WOOLFRIES, ANDY
WMT, Cedar Rapids, Iowa.

WORDEN, RALPH
WGAR, Cleveland, Ohio.

— Y —

YERXA, TED
KFI, Los Angeles, Calif.

YOUNG, EARL
WLAY, Muscle Shoals, Ala.

YOUNG, MURRAY
WHK, Cleveland, Ohio.

— Z —

ZEANAH, CHARLES
WSFA, Montgomery, Ala.

ZEIGIN, JACK
WING, Dayton, Ohio.

ZIEBARTH, E. W.
WLB, Minneapolis, Minn.

Sports Commentators
—their work during 1944

— A —

ADAMS, FELIX
WISH, Indianapolis, Ind.
ALBURTY, BOB
WHBQ, Memphis, Tenn.
ALDEN, JERRY
WSJN, Bridgeton, N. J.
ALLEN, MEL
U. S. Army.
AMES, DON
KXEL, Waterloo, Iowa.
ANDERSON, VINCENT
WKLA, Ludington, Mich.
ARTHUR, FRANK
KROW, Oakland, Calif.
AUSTIN, JERRY
WINS, New York, N. Y.

— B —

BAGWELL, WENDELL
KVOP, Plainview, Tex.
BARBER, RED
WHN, Mutual, New York, N. Y.
BARKER, EDMUND
KMAC, San Antonio, Tex.
BARLOW, JAY
WHLN, Harlan, Ky.
BASEL, MARION
WGKV, Charleston, W. Va.
BERGMAN, ARTHUR J. (Dutch)
WRC, Washington, D. C.
BERKOWITZ, MILTON
WHTD, Hartford, Conn.
BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.
BIRD, CHARLES
WKBZ, Muskegon, Mich.
BISHOP, BURTON
KTEM, Temple, Tex.
BLAIR, HOWARD "Red"
KTTS, Springfield, Mo.
BLOOM, MARVIN
WCED, Dubois, Pa.
BOCHMAN, BILL
WCOS, Columbia, S. C.
BOLAND, JOE
WSBT, South Bend, Ind.
BOYD, TRENT
WSIX, Nashville, Tenn.
BOZEMAN, JERRY
KRMD, Shreveport, La.
BRADT, BILL
WGY, Schenectady, N. Y.
BRENGEL, BILL
WWL, New Orleans, La.
BRICKHOUSE, JACK
WGN, Chicago, Ill.
BRISTER, BOB
KELA, Centralia, Wash.
BURICK, SI
WHIO, Dayton, Ohio.
BUTLER, JOHNNY
WHK, Cleveland, Ohio.
BUTTON, DAVE
KODY, North Platte, Neb.

— C —

CAIN, DOYLE
KFXD, Nampa, Idaho.
CAMPBELL, DICK
KOME, Tulsa, Okla.
CAMPOFREDA, NICK
WFBR, Baltimore, Md.
CARAY, HARRY
KXOK, St. Louis, Mo.
CARLE, LEN
WPAR, Parkersburg, W. Va.
CARSON, TOM
WJIM, Lansing, Mich.

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CASE, JOHN G.
WWNY, Watertown, N. Y.
CAYE, WALT
KMJ, Fresno, Calif.
CAVERLEE, DR. ROBERT
WFVA, Fredericksburg, Va.
CHAPMAN, ROY T.
KTSM, El Paso, Tex.
CHARVAT, JACK
KTUL, Tulsa, Okla.
CHILDS, LELAND
WSFA, Montgomery, Ala.
CHRISTIE, GEORGE
WFFA, Manchester, N. H.
CHRYSDALE, JOE
CKEY, Toronto, Ont., Can.
CHYTIL, JOE
KELA, Centralia, Wash.
CLARK, J. B.
WBT, Charlotte, N. C.
CLEVELAND, HOWARD
KVEC, San Luis Obispo, Calif.
COFFEE, R.
WAIM, Anderson, S. C.
COHAN, JOHN
KNET, Palestine, Tex.
COLLINS, RAY
KORE, Eugene, Ore.
COLON, JACK
KALE, Portland, Ore.
CONDRON, STUART
KGNC, Amarillo, Tex.
CONRAD, BOB
WWL, New Orleans, La.
COOKE, BOB
CJRL, Kenora, Ont., Can.
CORBIN, DAN
WWRL, Woodside, N. Y.
CORNISH, WORTHEN
WGAN, Portland, Ore.
CORRAY, FRED
WILL, Urbana, Ill.
COSTIN, JIM
WSBT, South Bend, Ind.
COULTER, E. C.
KFBI, Wichita, Kans.
COWAN, COLEY
WSON, Henderson, Ky.
COX, JR., HOUSTON
WCBI, Columbus, Miss.
WELO, Tupelo, Miss.
CRABTREET, CHIC
KTFI, Twin Falls, Idaho.
CROSIAR, FRANK
WHOT, South Bend, Ind.
CROWE, MARTIN
KFJB, Marshalltown, Iowa.
CRUM, BILL
WCHS, Charleston, W. Va.
CUDD, JOE
KMLB, Monroe, La.
CULLEN, BERT
CHEX, Petersborough, Ont., Can.
CULLUM, DICK
WDGY, Minneapolis-St. Paul, Minn.
CUMMISKEY, JOE
WHOM, Jersey City, N. J.

— D —

DAELEY, JOHN
KOVC, Valley City, N. D.
DAILEY, TOM
WOW, Omaha, Neb.
DARROW, JACK
WSTV, Steubenville, Ohio.
DAVIS, JACK
WALL, Middletown, N. Y.
DAVIS, JACK
WCAU, Philadelphia, Pa.
DAVIS, JACK
WEAU, Eau Claire, Wisc.
DAVISON, R.
WAIM, Anderson, S. C.
DAWSON, R. L.
KBIZ, Ottumwa, Iowa.
DELMONT, JAMES
KATE, Albert Lea, Minn.
DESCARREAUX, MAURICE
CHRC, Quebec, Quebec, Can.
DIEHL, BILL
WGH, Newport News, Va.
DIETZEN, JOHN
WDAN, Danvile, Ill.
DOAN, BOB
WHBF, Rock Island, Ill.
DOLAN, JIMMY
CBS.
DOMAS, ROLAND
WMAS, Springfield, Mass.
DONALDSON, AL
KOMA, Oklahoma City, Okla.
DONOVAN, BOB
KGPY, Spokane, Wash.
DUKE, PAUL
WMBG, Richmond, Va.
DUNBAR, JIM
WHEB, Portsmouth, N. H.
DUNCAN, AL
CJKL, Kirkland Lake, Ont., Can.
DUNPHY, DON
WINS, New York, N. Y.
DWYER, DAN
WOLF, Syracuse, N. Y.
DYER, "BILL"
WITH, Baltimore, Md.
DYER, HAROLD F.
WCSH, Portland, Me.

— E —

EADE, JOSEPH K.
WHDL, Olean, N. Y.

EBEL, JIM
WILL, Urbana, Ill.
EDWARDS, MAC
WSBA, York, Pa.
EGAN, G.
CFAC, Calgary, Alta., Can.
ELLIS, JOE
WJPF, Herrin, Ill.
ELLIS, STEVE
WMCA, New York, N. Y.
ELSTON, BOB
KVFD, Fort Dodge, Iowa.
ERICKSON, C. J.
KGCX, Sidney, Mont.
EVANS, DON
KCMO, Kansas City, Mo.
EVANS, JONES
WBAX, Wilkes Barre, Pa.
EVANS, ROBERT B.
WSPD, Toledo, Ohio.

— F —

FARIS, CLINT
WGTM, Wilson, N. C.
FELDMAN, BOB
WMAS, Springfield, Mass.
FLYNN, ARTHUR
WLAW, Lawrence, Mass.
FORD, MILTON
WBIR, Knoxville, Tenn.
FRENCH, GRAHAM
KTUC, Tucson, Ariz.
FRENCH, PETE
WHAS, Louisville, Ky.
FUREY, DUB
KPLT, Paris, Tex.
FURMAN, EDWARD E.
KGLU, Safford, Ariz.

— G —

GALVIN, VINCE
KELO, Sioux Falls, S. D.
GARCIA, RAY
KFMB, San Diego, Calif.
GARDNER, CAROLL A.
WSNY, Schenectady, N. Y.
GARNES, CLARENCE
WDOD, Chattanooga, Tenn.
GATES, HILLIARD
WOWO, Fort Wayne, Ind.
GEE, STAN
WFMJ, Youngstown, Ohio.
GIBSON, BILL
WLB, Minneapolis, Minn.
GILL, WESLEY F.
WGNY, Newburgh, N. Y.
GILLIU, BILL
KLZ, Denver, Colo.
GIVEN, KEN D.
WLBJ, Bowling Green, Ky.
GODWIN, AL
WHN, New York, N. Y.
GOESER, CLARENCE
KFIZ, Fon Du Lac, Wisc.
GOODRICH, DOGER
WHEC, Rochester.
GORDON, J. R.
KELD, El Dorado, Ark.
GOULET, A.
CHLP, Montreal, Que., Can.
GOWDY, CURT
KFBC, Cheyenne, Wyo.
GRANT, HAL
WGBR, Goldsboro, N. C.
GREENHOE, BOB
WLAV, Grand Rapids, Mich.
GREENWALD, MARTY
WALL, Middletown, N. Y.
GREGORY, LLOYD
KPRC, Houston, Tex.
GUEST, GORDON
KVOL, Lafayette, La.
GUYMAN, BILL
KGO, San Francisco, Calif.

— H —

HADLEY, IRVING D.
WBZ and WBZA, Boston, Springfield, Mass.
HALL, HALSEY
WCCO, Minneapolis, St. Paul, Minn.
HALLIGAN, MASON
KTBI, Tacoma, Wash.
HAMRICK, HOWARD
WRNL, Richmond, Va.
HARING, CLAUDE
WIBG, Philadelphia, Pa.
HARRINGTON, JOHN
WBBM, Chicago, Ill.
HARRIS, BILL
WHAI, Greenfield, Mass.
HART, WELDON
KTBC, Austin, Tex.
HEALEY, DAN
WBRK, Pittsfield, Mass.
HELGESEN, RAY
KTUC, Tucson, Ariz.
HENDERSON, ART
CHAB, Moose Jaw, Sask., Can.
HENRY, JOHN
KVOO, Tulsa, Okla.
HENRY, LEW
WHKK, Akron, Ohio.
HENSON, PAUL
WMOH, Hamilton, Ohio.
HINKLIN, MARION
WMRN, Marion, Ohio.
HODGES, RUSS
WOL, Washington, D. C.
HOGAN, TERENCE
WATW, Ashland, Wisc.
HOOKER, JOE
WLAV, Grand Rapids, Mich.
HOOVER, DON
WJMS, Ironwood, Mich.
HOYT, WAITE
WKRC, Cincinnati, Ohio.
HUGGINS, VERNE
CKCK, Regina, Sask., Can.
HUNTER, RIG
KHUB, Wayonville, Calif.
HUSEBY, LARRY
KVI, Tacoma, Wash.
HUSING, TED
CBS.
HUSS, J. W.
WJMS, Ironwood, Mich.
HYDEN, VIC, JR.,
KTSW, Emporia, Kans.

— J —

JACKSON, CARROLL
WROX, Clarksdale, Miss.
JACOBS, HENRY
KOY, Phoenix, Ariz.
JACOBUSSE, ADRIAN
WJEF, Grand Rapids, Mich.
JASEN, PHILIP
WTAG, Worcester, Mass.
JEFFREY, JOHN
WKMO, Kokomo, Ind.
JOHANSEN, EARL
KROS, Clinton, Iowa.
JOHNSON, ROLLIE
WTCN, Minneapolis, St. Paul, Minn.
JONES, ROBERT L.
WSPR, Springfield, Mass.
JONES, WES
KTBS, Shreveport, La.
JORDAN, JOE
WIBC, Indianapolis, Ind.

— K —

KANE, JACK
WHEB, Portsmouth, N. H.
KEITH, LARRY
WSGN, Birmingham, Ala.
KELLEY, "CHICK"
WBRY, Waterbury, Conn.
KELLOW, ED
WPAD, Paducah, Ky.
KENLO, JOHNNY
KALB, Alexandria, La.
KERR, ALFRED
WHBQ, Memphis, Tenn.
KILPATRICK, REID
KMTR, Hollywood, Calif.
KING, HENRY G.
WSAZ, Huntington, W. Va.
KIRBY, LEE
WBT, Charlotte, N. C.
KIRKPATRICK, JIM
CKWS, Kingston, Ont., Can.
KOBERNAT, RALPH
WSAM, Saginaw, Mich.
KOESTER, TONY
KFBK, Sacramento, Calif.
KROECK, LOU
KTMS, Santa Barbara, Calif.

— L —

LACKEY, ERNEST ("Dutch")
WHOP, Hopkinsville, Ky.
LAKE, BARRY
WHO, Des Moines, Ia.
LANDIS, DE WITT
KFYO, Lubbock, Tex.
LASSEN, LEO
KRSC, Seattle, Wash.
LAWRENCE, JOHNNY
WABY, Albany, N. Y.
LAWRENCE, TEDD
WBYN, Brooklyn, N. Y.
LAWSON, JIM
KSLM, Salem, Ore.
LEAR, ELI
WELI, New Haven, Conn.

LEE, BERT
WHN.

LEDDEN, JACK
WSBT, South Bend, Ind.
LEE, FRANK
WMMN, Fairmont, W. Va.
LENDRICK, PHIL
KRBC, Abilene, Tex.
LEO, FRED K.
WMBD, Peoria, Ill.
LEWIS, DAVE
KGER, Long Beach, Calif.
LINDSAY, WINDELL
KPLC, Lake Charles, La.
LOMAX, STAN
Mutual
LONG, TERRY
WBNX, Bronx, N. Y.
LUNDQUIST, ELDON
WTRC, Elkhart, Ind.

— M —

MADDOCK, LLOYD
KROW, Oakland, Calif.
MALOY, JACK
WEEI, Boston, Mass.
MALOY, JOHN D.
WCOP, Boston, Mass.
MANN, STU
WLOL, Minneapolis, St. Paul, Minn.

MANNING, TOM
WTAM, Cleveland, O.
MARGET, M. M.
KVOX, Moorhead, Minn.
MARKEY, ARTHUR
WJAR, Providence, R. I.
MARKWARD, BILLY
WIBG, Philadelphia, Pa.
MARTIN, CHARLES
WRJN, Racine, Wisc.
MARTIN, JACK
WKBH, La Crosse, Wisc.
MARTIN, NAT
WCHV, Charlottsville, Va.
MASSE, AL
WBTA, Batavia, N. Y.
MATTISON, CHARLES ("Chuck")
WHOP, Hopkinsville, Ky.
McCANN, DICK
KBON, Omaha, Neb.
McCARTHY, CLEM
WHN, New York, N. Y., NBC
McCARTHY, DICK
WKNY, Kingston, N. Y.
McCLELLAND, PAUL
KHMO, Hannibal, Mo.
McCULLOUGH, TOM
WJLB, Detroit, Mich.
McDONALD, BOB
KRGV, Weslaco, Tex.
McDONALD, JACK
KLX, Oakland, Calif.
McFARLAND, BRUCE
CKGB, Timmins, Ont., Can.
McHAN, BILL
WJPR, Greenville, Miss.
McKNIGHT, WES
CFRB, Toronto, Ont., Can.
McLEAN, NORMAN A.
WRRN, Warren, O.
McLINN, STONEY
WIP, Philadelphia, Pa.
McMAHON, TOM
WSYR, Syracuse, N. Y.
McTIGUE, HARRY
WINN, Louisville, Ky.
MERCER, JIMMY
KWFC, Hot Springs, Ark.
MERRIN, RICHARD
WMAN, Mansfield, O.
MIFSUD, PAUL
KMAC, San Antonio, Tex.
MILLARD, HOWARD V.
WSOY, Decatur, Ill.
MILLER, OMER
WPAY, Portsmouth, O.
MILLER, PAUL J.
WWVA, Wheeling, W. Va.
MITCHELL, JOHN
KGFW, Kearney, Neb.
MOORHEAD, THOMAS
WFIL, Philadelphia, Pa.
MORLEY, BERNARD S.
WHCU, Ithaca, N. Y.
MORRIS, JAMES M.
KOAC, Corvallis, Ore.
MORRIS, TRUMAN
WOMI, Owensboro, Ky.
MORRISON, A.
CKRC, Winnipeg, Man., Can.
MORRISON, GARRY
WPTF, Raleigh, N. C.
MORTON, EARL
CHNS, Halifax, N. S., Can.
MULHALL, ROBERT
WOI, Ames, Iowa
MURPHY, JACK
KVOR, Colorado Springs, Colo.
MURRAY, FRANNY
WIBG, Philadelphia, Pa.

— N —

NELSON, TANK
WBBB, Burlington, N. C.
NESBITT, DICK
WKRC, Cincinnati, O.
NOBLE, DEKE
WKMO, Kokomo, Ind.
NOBLES, GENE
WLAC, Nashville, Tenn.
NOLAN, JOE
WOKO, Albany, N. Y.
NORMAN, HAL
KFH, Wichita, Kans.
NORMAN, NEIL
WIL, St. Louis, Mo.

— O —

O'BRIEN, JOE
WMCA, New York, N. Y.
O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.
OFFICER, JIM
KTAR, Phoenix, Ariz.
O'HALLERON, PAT
KTYW, Yakima, Wash.
O'HARA, JOHN
KWK, St. Louis, Mo.
O'NEILL, JIMMY
KORN, Freemont, Neb.
OSBORN, WAYNE
WIND, Chicago, Ill.
OSTROM, JOHN
WCSC, Charleston, S. C.
OWENS, MAURICE P.
WROK, Rockford, Ill.

— P —

PAGET, JOE
KATE, Albert Lea, Minn.
PARISH, GUY
WEBQ, Harrisburg, Ill.
PARKES, HAL
KROW, Oakland, Calif.
PARSONS, BEN
WJHO, Opelika, Kans.
PARSONS, MARSHALL
WBRC, Birmingham, Ala.
PATTERSON, PAT
WMT, Cedar Rapids, Waterloo, Iowa
PEPE, JOHNNY
WPIC, Sharon, Pa.
PETERS, KEN
KTMS, Santa Barbara, Calif.
EDMUND, PICHE
CBV, Quebec, Que., Can.
PORCHER, W. H., JR.
WAYS, Charlotte, N. C.
POUCHER, WAYNE
WSLS, Roanoke, Va.
POWERS, PERCY
WSLI, Jackson, Miss.
PRICE, DAN
KGCX, Sidney, Mont.
PRINCE, ROBERT
WJAS, Pittsburgh, Pa.
PURCELL, JIM
KVAK, Atchison, Kans.

— Q —

QUIGLEY, E. C.
WIBW, Topeka, Kans.
QUINTON, CHARLES
KGFF, Shawnee, Okla.

— R —

RAUBACHER, GEORGE
WCLO, Janesville, Wisc.
REEVE, RAY
WRAL, Raleigh, N. C.
REILLEY, SPEED
KLX, Oakland, Calif.
REINHARD, HARRY
WCAU, Philadelphia, Pa.
RENICK, JIM
WCOL, Columbus, O.
REYNOLDS, BOB
WEIM, Fitchburg, Mass.
RILEY, DON
WCAO, Baltimore, Md.
ROBERTSON, JIM
KSON, Henderson, Ky.
ROLL, PHIL
WGBR, Goldsboro, N. C.
ROTHRUM, BILL
WSYR, Syracuse, N. Y.
ROUSSEAU, "PORKY"
WSOO, Sault Ste. Marie, Mich.
RUGH, VIC
KANS, Wichita, Kans.

— S —

SAAM, BYRUM
WIBG, Philadelphia, Pa.
SANDY, MIKE
WIBX, Utica, N. Y.
SARGEANT, ARTHUR
WSLS, Roanoke, Va.
SCHMIDT, RAY
WTMV, E. St. Louis, Mo.
SCHREIBER, MARK
KMYR, Denver, Colo.
SCHULTZ, A. F.
KFUN, Las Vegas, N. M.
SCHULTZ, FRED
KXO, El Centro, Calif.
SCHULTZ, JERRY
KPRC, Houston, Tex.
SCOTT, CHARLES P.
KTKC, Visalia, Calif.
SEARLES, NEIL
WEMP, Milwaukee, Wisc.
SEAVEY, CECIL
KOA, Denver, Colo.
SEXTON, MORGAN
KROS, Clinton, Iowa
SHAFFER, MAX J.
WHBU, Anderson, Ind.
SHUDT, ROY
WTRY, Troy, N. Y.
SHUGRUE, E.
WNAB, Bridgeport, Conn.
SIMMONS, WM. T.
WIS, Columbia, S. C.
SIMS, EARL
KNOW, Austin, Tex.
SLATER, BILL
MBS
SLATER, IVAN
CHPS, Parry Sound, Ont., Can.
SMITH, BOB
WOOD, Grand Rapids, Mich.
SMITH, DEAN
WTRC, Elkhart, Ind.
SMITH, FRED
WAOV, Vincennes, Ind.
SMITH, LEE
WSRR, Stamford, Conn.
SNOW, JOHN
KTAR, Phoenix, Ariz.
SONDERGAARD, G. H.
KCID, Spencer, Iowa
SORENSON, FRITZ
WFIN, Findley, O.
SPARKS, JIM
KRRV, Sherman, Tex.
SPOKES, A. E.
WJTN, Jamestown, N. Y.
SQUIRES, FRANK
CJCS, Stratford, Ont., Can.
STALLARD, DAL
KCMO, Kansas City, Mo.
STANLEY, LARRY
KFH, Wichita, Kans.
STAPLETON, BILL
KFPW, Ft. Smith, Ark.

STEARNS, BILL
WHEB, Portsmouth, N. H.
STEELE, ROBERT
WTIC, Hartford, Conn.
STEFFES, ARTHUR
KWNO, Winona, Minn.
STEMMLER, NICK
WAGE, Syracuse, N. Y.

STERN, BILL
NBC, Colgate Sports Reel.

STEVENS, JACK
WDRC, Hartford, Conn.
STEWART, M. D.
KNET, Palestine, Tex.
STOLAR, PHILIP
WLAC, Nashville, Tenn.
STON, RALPH
KSRO, Santa Rosa, Calif.
STONE, VIRGIL
KOCA, Kilgore, Tex.
STRAIN, JIM
KMTR, Hollywood, Calif.
STUELPNAGEL, FRED
KCVC, Redding, Calif.
STYDAHAR, DAVID
WBLK, Clarksburgh, W. Va.
SULLIVAN, CHARLES
WMC, Memphis, Tenn.
SULLIVAN, GENE
KFEQ, St. Joseph, Mo.
SUMMERS, TED
WMUR, Manchester, N. H.
SWEENEY, BUDD
WHKC, Columbus, O.
SWENSON, GIL
WDAY, Fargo, N. D.

— T —

TANKERSLEY, BILL
KWJB, Globe, Ariz.
TAUB, SAM
WHN, BLUE
TERRY, BOB
WTMV, E. St. Louis, Ill.
THERIOT, ALLISON J.
KVOL, Lafayette, La.
THOMPSON, JIMMIE
KQV, Pittsburgh, Pa.
THOMPSON, RALPH
KIRO, Seattle, Wash.
TIBBETT, GENE
WELO, Tupelo, Miss.
TRUITT, ROLLIE
KEX, KGW, Portland, Ore.
TUCKER, JOE
WWSW, Pittsburgh, Pa.
TURNER, ROBERT O.
WHAM, Rochester, N. Y.
TYSON, E. L.
WWJ, Detroit, Mich.

— U —

ULRICK, E. C.
WLOK, Lima, O.
UNFERTH, DON
WFHR, Wisconsin Rapids, Wisc.
UPSON, PAUL
WTRC, Elkhart, Ind.

— V —

VACKNER, CHARLIE
WBNY, Brooklyn, N. Y.
VANCE, HENRY (Hy)
WAPI, Birmingham, Ala.
VAN ELLS, NEAL
WAOV, Vincennes, Ind.
VOGEL, ART
WLEU, Erie, Pa.

— W —

WADDLE, DOUG
WFMD, Frederick, Md.
WAGNER, JAY
WOSU, Columbus, O.
WALDEN, PAUL E.
KWRC, Pendleton, Ore.
WALDEN, WARREN
WEAN, Providence, R. I.
WALKER, MORTON
WGRC, Louisville, Ky.
WARD, A.
CFRN, Edmonton, Ontario, Can.
WARD, ALAN
KLX, Oakland, Calif.
WARREN, WILLIAM
WASK, Lafayette, Ind.
WAUGH, IRVING
WSM, Nashville, Tenn.
WEBBE, TED
WPAT, Paterson, N. J.
WEBER, GLENN
WKZO, Kalamazoo, Mich.
WEBSTER, DAN
WMOB, Mobile, Ala.
WEGMET, NORM
KWYO, Sheridan, Wyo.
WHIKEHART, C. E.
WHLN, Harlan, Ky.
WHITAKER, JOHN
WJOB, Hammond, Ind.
WHITE, TOM
KPDN, Pampa, Tex.
WILGUS, FRANK
WCAP, Asbury Park, N. J.
WILLIAMS, DALE
WOI, Ames, Iowa
WILLIAMS, DON
WJOB, Hammond, Ind.
WILSON, BERT
WIND, Chicago, Ill.
WILSON, DAVE
KFH, Wichita, Kans.
WILSON, R. B.
WADC, Akron, O.
WILSON, WARD
WHN, New York, N. Y.
WINKLER, RAY
KLRA, Little Rock, Ark.
WISMER, HARRY
BLUE
WOLF, DAN
WBOW, Terre Haute, Ind.
WOLF, SOL
WRAK, Williamsport, Pa.
WOOD, HENRY
KVOL, Lafayette, Ind.
WOODARD, RAY
WFNC, Fayetteville, N. C.
WOODLE, HARRY
KID, Idaho Falls, Idaho
WOOLFRIES, ANDY
WMT, Cedar Rapids, Waterloo, Iowa
WRIGHT, DENNY
WMSL, Decatur, Ala.
WRIGHT, HOLLIS
WRC, Washington, D. C.

— Y —

YACK, GEORGE
WBAA, W. Lafayette, Ind.
YANDT, MAX
KGUO, Missoula, Mont.
YOUNG, J. J.
WERC, Erie, Pa.

FOR QUALITY
AP !

★ Backstage ★

people in radio production during 1944

— A —

ACKERLEY, GENE
KID, Idaho Falls, Idaho
ADAMS, WILLIAM J.
WHEC, Rochester, N. Y.
ADAMS, WYLIE
Blue
ALLEN, GEORGE
CBS, Los Angeles
AMREIN, JOHN
WSAI, Cincinnati, O.
ANDERSON, EDMUND
WHN, N. Y.
ANDERSON, VINCENT
WKLA, Ludington, Mich.
ANDREWS, JIM
CBS, Tonight in Hollywood
ANDREWS, MARTIN
Blue
APPLE, WM.
KRSC, Seattle, Wash.
ARIM, THOMAS
WSTV, Steubenville, O.
ARMBRISTER, CYRIL
Blue
ASPINWALL, HUGH
KMA, Shenandoah, Iowa

— B —

BAILEY, ED
WMAQ, Chicago, Ill.
BAILEY, JACK
CBS, Meet the Missus, Money on the Line
BAILEY, MEL
KGW, Portland, Ore.
BAKER, GEORGE
WRC, Washington, D. C.
BALFE, KIERAN
WSTV, Steubenville, O.
BALTIN, CHARLES
WHOM, Jersey City, N. J.
BAMBRICK, GORDON
KGW, Portland, Ore.
BARCO, BAILEY
WTAR, Norfolk, Va.
BARNHART, LYLE D.
WBBM, Chicago, Ill.
BARTLETT, KENNETH
KLX, Oakland, Calif.
BATES, RICHARD E.
WGAN, Portland, Ore.
BATTY, HAROLD
KVCV, Redding, Calif.
BAXTER, LEO J.
WBOW, Terre Haute, Ind.
BAXTER, LIONEL
WAPI, Birmingham, Ala.
BECKERMAN, LARRY
WTOP, Washington, D. C.
BENOIT, RAYMOND
CKCH
BERGER, HAL
KHJ, Hollywood, Calif.
BEST, EDNA
MBS, KHJ
BIER, JOE
WOR, N. Y.
BLACKS, HENRY
WWRL, Woodside, N. Y.
BOOTH, VIRGIL C.
WHDL, Olean, N. Y.
BOREN, CHARLES C.
WELO, Tupelo, Miss.
BOSWELL, MIMS, JR.
WCBI, Columbus, Miss.
BOTZER, BEVERLY
KSFO, San Francisco, Calif.
BOWE, GEORGE
WTIC, Hartford, Conn.
BRADY, WILLIAM P.
WEDC, Chicago, Ill.
BRENGEL, GEORGE
Blue
BREWSTER, ROBERT
KNX-CBS, Sinatra Show
BRIDGENS, BURTON
WRC, Washington, D. C.
BRIGGS, FRED
WSRR, Stamford, Conn.
BRISSETTE, DOL
WTAG, Worcester, Mass.
BRITT, JOHN
WGBR, Goldsboro, N. C.
BROACH, JAMES
KELD, El Dorado, Ark.
BRONSON, DICK
WHTD, Hartford, Conn.
BRONSON, EARL
WENR, Chicago, Ill.
BROOK, CHARLIE
WWRL, Woodside, N. Y.
BROWN, DICK
WINN, Louisville, Ky.
BROWN, KEITH
Blue
BUBECK, HARRY
WMAQ, Chicago, Ill.
BUCHANAN, STUART
Blue
BYRNE, JACK
Blue

— C —

CALDER, ED
KLS, Oakland, Calif.
CAMERON, PERRY
CJOC, Lethbridge
CARO, CAROLYN
KGFJ, Los Angeles, Calif.
CARR, PAULA
WPAR, Parkersburg, W. Va.
CATON, EARL
WBBB, Burlington, N. C.
CAVALLO, PETE
WMAQ, Chicago, Ill.
CHAMBERS, GARDE
WHK, Cleveland, O.
CHARLES, DICK
Blue
CHRISTENSEN, JAMES
WWJ, Detroit, Mich.
CLARE, GEORGE
WBBM, Chicago, Ill.
CLARK, COTTONSEED
CBS, Los Angeles
CLEARY, JOHN
Blue
CLELAND, ED
KTAR, Phoenix, Ariz.
CHASE, JULIA
WBZ & WBZA, Boston, Springfield, Mass.
CODY, DEL
KHQ, KGA, Spokane, Wash.
COLEMAN, WARD
WSLI, Jackson, Miss.
CONNER, MIKE
WBBM, Chicago, Ill.
COOK, HAROLD
WHOT, South Bend, Ind.
COOK, JAMES R.
WMRC, Greenville, S. C.
COOPER, A. R.
WFDF, Flint, Mich.
CORNELL, SYD
WKRC, Cincinnati, O.
CORNING, W. D.
WNOX, Knoxville, Tenn.
COX, HENRY
Blue
CRABTREE, CHARLES S.
KTFI, Twin Falls, Idaho
CRAMB, ROSEMARY
WSNY, Schenectady, N. Y.
CRARY, CLARENCE
KGER, Long Beach, Calif.
CREWS, AL
WMAQ, Chicago, Ill.
CROMER, EVELYN
WFBC, Greenville, S. C.
CRUTCHFIELD, CHAS.
WBT, Charlotte, N. C.
CUMMINS, BOB
KHJ, Hollywood, Calif.
CURTAIN, CHARLES E.
WNAC
CZUVARA, NINA
WEDC, Chicago, Ill.

— D —

DALY, MARY
WINS, N. Y.
DANA, JOE
KOY, Phoenix, Ariz.
DANIEL, ISABELLE
WHEB, Portsmouth, N. H.
DANIEL, OLIVER
Blue
DAVIDSON, BILL
KECA, Los Angeles
DAVIES, DOUGLAS
WTCN, St. Paul, Minn.
DAWES, EDMUND
WFIL, Philadelphia, Pa.
DAWSON, R. L.
KBIZ, Ottumwa, Iowa
DEAN, BEV
WLS, Chicago, Ill.
DE ANGELO, CARLO
CBS, Adventures of Perry Mason
DEEM, WARREN K.
WBBM, Chicago, Ill.
DE MOSS, LYLE
WOW, Omaha, Neb.
DE VORE, TOM
WBNS, Columbus, O.

DE WALD, DON
KHUB, Waysonville, Calif.
DICK, HENRY
Blue
DINSDALE, ALFRED
WAGE, Syracuse, N. Y.
DIRLAM, C. F.
KFYR, Bismarck, N. D.
DIXON, JOHN J.
WROK, Rockford, Ill.
DODGE, OTIS
WMSL, Decatur, Ala.
DOMINIK, JOHN
KFAM, St. Cloud, Minn.
DONAHUE, NED
WHBF, Rock Island, Ill.
DRUMMOND, DAVE
KGO, San Francisco, Calif.
DUBROW, SANDRA
WDOD, Chattanooga, Tenn.
DUNAVAN, HOWARD
WEAU, Eau Claire, Wisc.
DUNBAR, WILLIS F.
WKZO, Kalamazoo, Mich.
DUSENBURY, DEL
WLB, Minneapolis, Minn.
DUTTON, MYRON
Blue, Gracie Fields
DWAN, ROBERT
NBC, Los Angeles

— E —

EDWARDS, BILL
KMTR, Hollywood
EDWARDS, JACK, SR.
KFI, Los Angeles, Calif.
EHRMAND, ROBERT
WTOP, Washington, D. C.
EILART, WILLIAM A.
WRRN, Warren, O.
EISENBIES, AL.
KFAM, St. Cloud, Minn.
ELLIOTT, WALLACE
KROW, Oakland, Calif.
ESSER, WRIGHT
Blue

— F —

FARISS, WILLIAM
WBYN, Brooklyn, N. Y.
FAUST, GIL
WBBM, Chicago, Ill.
FELTON, NORMAN
WMAQ, Chicago, Ill.
FERRIS, RAY
WLS, Chicago, Ill.
FEYHL, HORACE
WCAU, Philadelphia, Pa.
FILLING, GEORGE
WCAO, Baltimore, Md.

FISHER, MAGGY
NBC, "Finders' Keepers."

FISHER, GEORGE
KECA, Los Angeles
FLYNN, ROY
WAPI, Birmingham, Ala.
FOGLE, GEO. L.
CBS, Los Angeles
FORTUNE, CHARLOTTE
WNOX, Knoxville, Tenn.
FRAMER, WALT
Blue, Ladies Be Seated
FRANZEN, RUTH
KFI, Los Angeles, Calif.
FREELAND, FRED
WOWO, Fort Wayne, Ind.
FRENCH, KENNETH
WRC, Washington, D. C.
FULLER, ROBERT
WLW, Cincinnati, O.

— G —

GARNER, SMITH
KFPW, Ft. Smith, Arizona
GARRETT, JAMES
WDRC, Hartford, Conn.
GIBBS, PARKER
WMAQ, Chicago, Ill.
GIES, MARJORIE
WFDF, Flint, Mich.
GIRARDIN, R. G.
WEEI, Boston, Mass.
GLIDDEN, HAROLD D.
WAGM, Presque Isle, Me.
GONZALO A. del TORO
WPAB, Ponce, Puerto Rico
GOODMAN, JACK
WNYC, N. Y.
GOODWIN, SID
Blue, Breakfast at Sardi's
GORMAN, WALTER
Blue
GOTLIEB, JOSEPH
WMCA, N. Y.
GRACEY, BILL
KTKC, Visalia, Calif.
GRANDEY, ROY
KGO, San Francisco, Calif.
GREEN, DON
KEX, Portland, Ore.
GREEN, LOU
WENR, Chicago, Ill.
GREENHAW, THOMAS B.
KGLU, Safford, Ariz.
GRIBBEN, PAUL
KTAR, Phoenix, Ariz.
GRUENBERG, AXEL
NBC, Star Playhouse
GUEDEL, JOHN
NBC, People Are Funny
GUNN, EARL
KALE, Portland, Ore.

— H —

HADDON, MRS. D. H.
WELO, Tupelo, Miss.
HALBERT, EDWIN I.
WIP, Philadelphia, Pa.
HOLINER, MANN
NBC, Los Angeles
HALLEY, HAL
KMTR, Name It and Claim It
HAMMOND, ELLEN
KBND, Bend, Ore.
HANES, BOB
WGY, Schenectady, N. Y.
HANSON, RALPH
KUIN, Grants Pass, Ore.
HARRELL, CHARLES
Blue
HARRINGTON, NORMAN B.
KGLU, Safford, Ariz.
HARRIS, BRAD
KVEC, San Luis Obispo, Calif.
HARRIS, DAVID H.
WTAG, Worcester, Mass.
HARRIS, DEAN
WHAM, Rochester, N. Y.
HARRIS, HARRIETT M.
KFWB, Los Angeles
HARRIS, WILLIAM M.
WHAI, Greenfield, Mass.
HASSLER, DOROTHEA
WPEN, Philadelphia, Pa.
HARTSOOK, L. A., JR.
WBIG, Greensboro, N. C.
HAYDEN, D. CLARK
KYUM, Yuma, Ariz.
HAYNIE, DOUGLAS B.
KGLU, Safford, Ariz.
HEATON, ADRIAN
WMBI, Chicago, Ill.
HECK, HOMER
WMAQ, Chicago, Ill.
HEITIN, JAY
WHYN, Holyoke, Mass.
HENLEY, DAVE
WDAY, Fargo, N. D.
HERGET, JOSEPH J.
WCHS, Charleston, W. Va.
HERGONSON, ROBERT W.
WINS, N. Y.
HERRICK, BUELL
WGRC, Louisville, Ky.
HEWESTON, H. H.
CFCF, Montreal
HICKMAN, HENRY
WFBR, Baltimore, Md.
HIGGINS, JAMES W.
WWNY, Watertown, N. Y.
HISCOCK, PIERCE
WMBI, Chicago, Ill.
HOLLIHAN, GARRETT
Blue
HOLMAN, C. T.
WEEI, Boston, Mass.
HOLMES, R. D.
KAST, Astoria, Ore.
HOLT, CORRINE
WLB, Minneapolis, Minn.
HOLT, DARRELL
KMLB, Monroe, La.
HOOKER, JOE
WLAV, Grand Rapids, Mich.
HOWARD, HERB
WLS, Chicago, Ill.
HOWLETT, ERIC
WJR, Detroit, Mich.
HUBBELL, RICHARD
WLW, Cincinnati, O.
HUGHES, HAROLD
KOIL, Omaha, Neb.
HULLINGER, BETTY
KVCV, Redding, Calif.
HURD, ROBERT
KJR, Seattle, Wash.

— J —

JABLONS, MIKE
WNYC, N. Y.
JACKSON, CARROLL
WROX, Clarksdale, Miss.
JARVIS, AL
KFWB, Original Make Believe Ballroom
JEFFRIES, SAVILLA
KFUN, Las Vegas, N. M.
JOHNSON, BIL
Blue, Man Called X
JOHNSON, ERSKINE
CBS, Tonight in Hollywood.
JOHNSON, IRWIN
WBNS, Columbus, O.
JOHNSON, PHILIP N.
WHEB, Portsmouth, N. H.
JONAS, ANN HUBERT
WHAS, Louisville, Ky.
JONES, E. Z.
WBBB, Burlington, N. C.
JONES, JOHN W.
WALL, Middletown, N. Y.
JORDAN, JOHN
KTAR, Phoenix, Ariz.
JUAN, ROMAN B.
WPAB, Ponce, Puerto Rico

— K —

KAISER, RUSSELL
KWK, St. Louis, Mo.
KARP, RICHARD
KDKA, Pittsburgh, Pa.

KERBY, BILL
WTCN, Minneapolis, Minn.
KERRIGAN, JACK
WHO, Des Moines, Iowa
KIERAN, FRANCES
WHBQ, Memphis, Tenn.
KLAVUN, WALTER
WICC, Bridgeport, Conn.
KNOERNSCHILD, ELMER, REV.
KFUO, St. Louis, Mo.
KNOPF, ELMER
WFDF, Flint, Mich.
KOSTE, WALTER
WWJ, Detroit, Mich.
KUBICZ, JANET
WBBM, Chicago, Ill.
KURTZE, LARRY
WBBM, Chicago, Ill.

— L —

LADIN, HAROLD
WJMS, Ironwood, Mich.
LAFFEY, FRED P.
WLAW, Lawrence, Mass.
LAKE, BARRY
WHO, Des Moines, Iowa
LAMMERS, CHARLES
WLW, Cincinnati, O.
LANCTON, WALLY
WJR, Detroit, Mich.
LANE, EUGENE
WHAM, Rochester, N. Y.
LANGLEY, RALPH
KALE, Portland, Ore.
LANGMAN, SARA
KFWB, Los Angeles
LANSWORTH, LEW X.
Blue, Murder Will Out
LARGE, R. F.
CFCY, Charlottetown
LATEAU, HERB
WMAQ, Chicago, Ill.
LAWRENCE, BILL
WMAQ, Chicago, Ill.
LAWRENCE, DICK
KWK, St. Louis, Mo.
LEACH, ED
WOR, N. Y.
LEBAN, JOHN
WCAE, Pittsburgh, Pa.
LEEFERS, BOB
WMT, Cedar Rapids, Waterloo, Iowa
LEFTWICH, ALEXANDER
Blue
LEIGHTNER, D. B.
WMBI, Chicago, Ill.
LEIGHTON, DERIC
Blue
LESTER, BILL
KOY, Phoenix, Ariz.
LEWIS, CHARLES
WOL, Washington, D. C.
LIGHT, BOB
Blue, Flagstaff Show
LOCHNER, DON
WEW, St. Louis, Mo.
LONDON, LEW
WPEN, Philadelphia, Pa.
LONG, DEANE
WWL, New Orleans, La.
LOVEMAN, DAVID
WSGN, Birmingham, Ala.
LUCAS, PAUL
WTIC, Hartford, Conn.

— M —

MacDONALD, WILLIAM E.
KFAB, Lincoln, Neb.
MACK, FLOYD
MBS
MACK, HELEN
NBC, Los Angeles
MACK, WAYNE
WGAR, Cleveland, O.
MacMURRAY, TED
Blue
MacQUARRIE, HAVEN
NBC, Noah Webster Says
MAGUIRE, ARNOLD
Blue, CBS, NBC
MAHONEY, JAMES T.
WITH, Baltimore, Md.
MALOY, J. D.
WEEI, Boston, Mass.
MARBLE, EVELYN
KIRO, Seattle Wash.
MARKS, GEO.
WBBM, Chicago, Ill.
MARS, PETER A.
WKLA, Ludington, Mich.
MARSHACK, AL
WTOP, Washington, D. C.
MARSHAL, FRED
KJR, Seattle, Wash.
MARSHALL, BILL
Blue
MARTIN, DON
Blue
MASTERSON, JOHN
Blue, Tom Breneman Highlights
MEEK, SANDY
WOOD, Grand Rapids, Mich.
MERDIAN, JOHN L.
WSTV, Steubenville, O.
MILKEY, GENE
WCCO, Minneapolis, Minn.
MILLER, ALLEN
KOAC, Corvallis, Ore.
MILLER, JACK
CBS, Jack Kirkwood
MILLER, L. A.
KFAB, Lincoln, Neb.
MILLER, RITA
KFAM, St. Cloud, Minn.
MILNER, GENE
WMBD, Peoria, Ill.
MITCHEL, LES
CBS, Los Angeles
MITCHELL, BERT, JR.
KOA, Denver, Colo.
MITCHELL, JOHN
Blue
MOODY, CAROL
WBBM, Chicago, Ill.
MOODY, RALPH
WLW, Cincinnati, O.
MOORE, HEYWARD
WCSC, Charleston, S. C.
MOORE, PAUL
WTJS, Jackson, Tenn.
MOREY, AL
WBBM, Chicago, Ill.
MORRIS, JAMES M.
KOAC, Corvallis, Ore.
MORSE, CARLTON E.
Blue, One Man's Family
CBS, I Love a Mystery
MORTON, DON
WEAN, Providence, R. I.
MOSES, JOHN B.
WHKC, Columbus, O.
MOSS, TERRY
KMA, Shenandoah, Iowa
MULLEN, BOB
KSFO, San Francisco, Calif.
MULLINS, BERNARD
WTIC, Hartford, Conn.
MUNGER, MOLLIE
KPHO, Phoenix, Ariz.
MUROS, BEN
WCAE, Pittsburgh, Pa.
MUSCHANY, E. G.
KXOK, St. Louis, Mo.
McCANN, DICK
KBON, Omaha, Neb.
McCARTHY, DICK
WKNY, Kingston, N. Y.
McCORMACK, JACK
WSGN, Birmingham, Ala.
McCOY, J. W.
WAIM, Anderson, S. C.
McCURDY, ED
WFMD, Frederick, Md.
McGEE, MIKE
WMC, Memphis, Tenn.
McGHEE, CHARLES WHITE
WSGN, Birmingham, Ala.
McGREEVEY, JOHN
KTAR, Phoenix, Ariz.
McRAE, J. B.
CKUA, Edmonton

— N —

NEILL, EVERETT R.
KDKA, Pittsburgh, Pa.
NEWHOUSE, JOHN
MBS
NORMAN, FREDERIC
KVCV, Redding, Calif.
NORMAN, NEIL
WIL, St. Louis, Mo.
NYE, BOB
KHJ, Michael Shayne
NAPOLI, ANTHONY, MRS.
WELO, Tupelo, Miss.

— O —

OBOLER, ARCH
NBC, Everything for the Boys
O'BRIEN, GERRY
KTUC, Tucson, Ariz.
OLSEN, DAVE
WJR, Detroit, Mich.
OLSON, HARVEY
WDRC, Hartford, Conn.
OWEN, EM
KXEL, Waterloo, Iowa
OWENS, MAURICE P.
WROK, Rockford, Ill.

— P —

PAGE, ALLAN
KVOO, Tulsa, Okla.
PAGE, BOB
WCLO, Janesville, Wisc.
PARCHER, OLIVER
WSBT, South Bend, Ind.
PARENT, HOWARD
KWIL, Albany, Ore.
PARKINSON, GEER
WBNS, Columbus, O.
PARSONS, ROBERT H.
WMBI, Chicago, Ill.
PARTRIDGE, GEORGE
WHAS, Louisville, Ky.
PATTEE, FLOYD
WTIC, Hartford, Conn.
PATTERSON, ANDY
KMJ, Fresno, Calif.
PATTON, PHIL
WENR, Chicago, Ill.
PAYNE, LARRY
WJR, Detroit, Mich.
PEDRO, JUAN GARCIA T.
WPAB, Ponce, Puerto Rico
PENNELL, BILL
KFWB, Los Angeles
PERAZZO, DON
KBON, Omaha, Neb.
PETERS, KEN
KTMS, Santa Barbara, Calif.
PETERSON, CLIFF
WENR, Chicago, Ill.

PETERSON, JACK
WBBM, Chicago, Ill.
PHILLIPS, HOWARD
WMCA, N. Y.
PHILLIPS, PAUL
WCAU, Philadelphia, Pa.
PIERCE, WEBSTER
Blue, Breakfast at Sardi's
POINDEXTER, RUTH
KXRO, Aberdeen, Wash.
PORCHER, W. H., JR.
WAYS, Charlotte, N. C.
POTTER, ANDY
KFI, Los Angeles, Calif.
PRYOR, JACK D.
WRRN, Warren, O.
PURCELL, BOB
KFI, Los Angeles
PUDNEY, EARLE
WGY, Schenectady, N. Y.

— R —

RAPIEFF, KENNETH
WICC, Bridgeport, Conn.
RAY, WILLIAM
KFWB, Los Angeles
REED, VERNON E.
KFH, Wichita, Kans.
REES, ED
WJOB, Hammond, Ind.
REESE, JOHN
WROL, Knoxville, Tenn.
REINHOLDT, BOB
KWIL, Albany, Ore.
REYES, STANLEY
WWL, New Orleans, La.
RINKER, AL
NBC, Gaslight Gaieties
RISK, SIDNEY
CKUA, Edmonton
ROBERTS, CHARLES
KLZ, Denver, Colo.
ROBERTSON, JACK
WHAS, Louisville, Ky.
ROBERTSON, TED
WBBM, Chicago, Ill.
ROSKIN, LEW
CJOC, Lethbridge
ROSS, ANNIE
WMCA, N. Y.
ROSSELL, E. W.
WTRY, Troy, N. Y.
ROWE, RALPH
WMT, Cedar Rapids, Waterloo, Iowa
RUDICH, NAT
WNYC, N. Y.
RUEGG, FRED
KQW, San Jose, Calif.
RUGGE, JOHN
Blue
RUHFEL, ALBERT J.
WSPD, Toledo, O.
RUNIONS, NORMAN
KIRO, Seattle, Wash.

— S —

SAGUE, SAM
WMOH, Hamilton, O.
SANDERS, AL
KTMS, Santa Barbara, Calif.
SANDERS, WAYNE A.
KTUC, Tucson, Ariz.
SCALPONE, AL
KNX, CBS
SCANLON, WALTER
Blue
SCHEIHING, GORDON
WCAO, Baltimore, Md.
SERVATIUS, RAY
WSYR, Syracuse, N. Y.
SHAMBARGER, AL
WHK, Cleveland, O.
SHARP, MOREY
KLZ, Denver, Colo.
SHAW, J. A.
CFCF, Montreal
SHELLEY, BOB
WLOK, Lima, O.
SHERWOOD, CLINT
KLX, Oakland, Calif.
SHOECRAFT, WILLARD
KWJB, Globe, Ariz.
SHRIVER, WM.
WFBR, Baltimore, Md.
SINCLAIR, JOHN
KID, Idaho Falls, Idaho
SKOTCH, EDWARD
WENR, Chicago, Ill.
SMITH, HUGH W.
WROX, Clarksdale, Miss.
SMITH, JEFF
WOR, N. Y.
SMITH, KENNETH
WLW, Cincinnati, O.
SMITH, RODNEY
KELD, El Dorado, Ark.
SMUCKER, RAY
KYUM, Yuma, Ariz.
SNIPES, EUNICE
WEED, Rocky Mount, N. C.
SNYDER, MARTIN
KEVR, Seattle, Wash.
SOUDER, WM.
WCCO, Minneapolis, Minn.
SPEER, JOHN
KFH, Wichita, Kan.
SPONGBERG, ROLAND
WRJK, Rockford, Ill.
SPURRIER, ESTEN
WOC, Davenport, Iowa
STAPLETON, BILL
KFPW, Ft. Smith, Ark.
STEPP, T. ELLSWORTH
KOA, Denver, Colo.
STEVENS, ROBERT
Blue
STEWART, CALDWELL
WSAF, Montgomery, Ala.
STEWART, DICK
WHTD, Hartford, Conn.
STEWART, LEE
WAAT, Newark, N. J.
STONE, THOMAS S.
WPTF, Raleigh, N. C.
STONE, WALTER
KBUR, Burlington, Iowa
SHORT, JOSEPH, A.
WHCU, Ithaca, N. Y.
STRAIN, JIM.
KMTR, Hollywood, Calif.
STUMP, GEO.
KCKN, Kansas City, Mo.
STYLES, HAL
KFWB, Lest Ye Forget, Let's Face Facts
SUTHERLAND, GEO.
WOL, Washington, D. C.
SWEET, BEN
WMAS, Springfield, Mass.
SWITZER, LOWELL
KMYR, Denver, Colo.

— T —

TAYLOR, BILL
WOR, N. Y.
TAYLOR, GLENHALL
Sherlock Holmes
THAD, FRED
WIL, St. Louis, Mo.
THOMPSON, BILL
WNAC
TINGLEY, I. H.
KWNO, Winona, Minn.
TODD, GEO.
WHK, Cleveland, O.
TUCKER, DICK
WEIM, Fitchburg, Mass.
TUCKER, DUANE
KTSW, Emporia, Kansas
TURNER, L.
KVOL, Lafayette, La.

— U —

UPSON, DEAN
WMS, Nashville, Tenn.

— V —

VALIE, DAVE
Song of the Week
Columbia Pacific Network
VANCE, BILL
WLS, Chicago, Ill.
VAN HARTESVELT, FRAN
KHJ-Mutual, Roy Rogers
VAUGHN, GUY
CFCY, Charlottetown

— W —

WADE, FRED
WTIC, Hartford, Conn.
WAGNER, MARY
WCCO, Minneapolis, Minn.
WALBAUM, WM.
WHAS, Louisville, Ky.
WALKER, ELBERT
KHJ, Hollywood
WALKER, LARRY
WBT, Charlotte, N. C.
WAMBOLDT, BOB
Blue
WARBURTON, CHAS.
Blue
WARNER, AL
KMTR, Hollywood
WARNER, TED
WRRN, Warren, O.
WAYNE, DON
WHIO, Columbus, O.
WEIR, BOB
CKCK, Regina
WELLER, L. B.
WJOB, Hammond, Ind.
WELTMER, FRANK
KTMS, Santa Barbara, Calif.
WERLING, RUPE
WIBG, Philadelphia, Pa.
WESSELS, MAX HELMUT
WWRL, Woodside, L. I.
WETZEL, M.
WENR, Chicago, Ill.
WHALEY, BERT
WMAQ, Chicago, Ill.
WHITE, HOOPER
WBBM, Chicago, Ill.
WHITE, NORMAN
WJR, Detroit, Mich.
WIDNEY, STAN
WHO, Des Moines, Iowa
WIEST, GEO.
Blue
WILKOFF, JOHN
WWSW, Pittsburgh, Pa.
WILLIAMS, TOD
WHN, N. Y.

— Y —

YOUNG, ED P.
KDKA, Pittsburgh, Pa.

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— A —

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Aunt Jennie Stories.
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ACKERLEY, GENE
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ADAMS, PAUL
We, the People.
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Raleigh's Carton of Cheer.
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Hop Harrigan.
ALLEN, RAY
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Armstrong Theatre of Today, Famous Jury Trials.
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ARMSTRONG, ARLENE
ARTHUR, ROBERT
The Shadow, Red Cross Programs.
ARUNDEL, FREDERICK
ATTERBERRY, R. E.
Bob Burns Show.
AXELIEVE, HELEN R.
AYERS, STUART

— B —

BAILEY, HARRY
Double or Nothing.
BAILEY, JACK W.
BAKER, BERNICE
BAKER, LOUISE
BAKER, MARY LOU
BALLARD, ALINE M.
BALZER, GEORGE
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BAREFIELD, JACK
The Weird Circle.
BARKAS, MITCHELL
BARKER, AL
Tery and the Pirates; Kitty Foyle.
BARLEY, ANN
BARNES, BETH
BARNES, HOWARD M.
BARNES, JOHN
BARNOUW, ERIK
BARNET, SANDY
Lux Radio Theatre.
BARRY, PETER
Star for a Night; The Shadow.
BARTH, RUTH
We, the People.
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Mr. Keene; Just Plain Bill.
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Life Can Be Beautiful.

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BERCOVICI, LEONARDO
BERG, GERTRUDE
The Goldbergs.
BERGER, SYLVIA C.
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BIRNBRYER, EDMUND
Dubonnet Date; Broadway Matinee.

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Life Can Be Beautiful.

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BLAKE, PEGGY
Just Plain Bill.
BLANKENSHIP, CATHERINE
BLAU, RAPHAEL
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BLISS, EDWARD

BLOCK, HAL
Let Yourself Go.

BLOCKI, FRITZ
The Callahans; Bond Wagon.

BLOODWORTH, EDWARD C.
BLOOMGARDEN, LEE
BLUE, ETHEL
BLUECHER, HEINRICH
BOARDMAN, THELMA
BOARDMAN, TRUE
BOE, JUNE
BOOTHE, BARBARA
Symphonettes; New Voices in Song; Jubilaires.
BOOZER, JAMES A., JR.
BORDEAUX, BLANCHE
BOTZER, BEVERLY
BOWER, WILSON
BOYLE, BETTY
Lum & Abner.
BOZARTH, RENE
BRAE, ANN
BRESLIN, HOWARD
Mayor of the Town.
BREUER, SHIRLEY
BRIDGES, JIM
BRISBANE, YVONNE
BRITTON, PAUL
BROCKMAN, DAVID
BRODNEY, OSCAR
BROOKS, RICHARD
BROOKS, RUTH F.
The Billie Burke Show; Words at War; Everything Goes; Saturday Show Down.
BROWN, DOROTHY M.
BROWN, GRACE Z.
BROWN, ROBERT
BROWNE, DUFF
BUCKINGHAM, GWENDOLYN
BULL, ROBERT, II
BUNKER, ANNA
BURKE, AGNES
BURKE, CAROLINE
BURKE, MARCELLA
BURKE, STEPHEN J.
BURROWS, ABRAM S.
Duffy's Tavern.
BURTON, LaVERNE
BURTON, PAT
BUSS, CARL A.
Ant Jenny's True Life Tales; The High Places.
BYER, HAL
BYLUND, EUNICE
BYRNES, THOMAS E.
BYRON, MILTON P.

— C —

CAILLE, WADE
CALDWELL, JOHN M.
AAF Music for Victory; War Bond Shows; Red Cross Shows; Thank You Miami.
CALHELHA, MOACYR R.
CALLAHAN, GEORGE E.
CALMER, EDGAR
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CAMPEN, JACQUELYN
CANADAY, MIRON
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CANTOR, RHODA
CAPERTON, MARGARET
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CARRINGTON, ELAINE S.
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CARSON, SAUL
CASE, ANN
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CHAIKIN, LEE
CHAIN, HUBERT
CHEVILLET, DICK
Joan Davis-Jack Haley.
CHEVIGNY, HECTOR
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CLAIRE, JUNE

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CLARK, GENE
CLARK, HAROLD
CLARK, MADELINE
The Baxters.
CLARK, MARION C.
CLARK, SHERMAN S.
CLARKE, WILLIAM K.
Wilderness Road; Promise Vs. Deed; Transatlantic Call.
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CLIFT, CAROLYN E.
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COBB, MABEL
COELHO, GASPAR
COHAN, BARNEY
COLCLASURE, KAY
COLE, ALONZO D.
Creeps by Night; The Shadow, Casey, Press Photographer.
COLE, JOSEPH H.
COLE, PHILIP G.
Dinah Shore Program.
COLEMAN, JAMES C.
COLLINS, HAL
Let Yourself Go.
COLES, STEDMAN
Mr. Keene; The Shadow; It's Murder; Famous Jury Trials; Appointment with Life.
COLWELL, ROBERT J.
CONLEY, MEREDITH
CONNELLY, JOE
Edgar Bergen.
CONRY, GLADYS
COOK, BURR C.
COOK, EFFIE
COOKE, VIRGINIA
COOL, GOMER
COOLEY, LELAND F.
COOPER, MADGE L.
CORBETT, NOEL
CORDAY, TANYAH
CORDEIRO, RUY
CORDERY, HOWARD
Ava Maria Hour.
CORNELL, SYD
CORRELL, CHARLES
Amos 'n Andy.
CORWIN, NORMAN
Presenting Corwin.
CORY, GEORGE
COSTA, BENET
COSTELLO, WILLIAM
COWAN, IRENE
COWLES, HAZEL
COYLE, ANNE B.
CRAMORY, MICHAEL
Let Yourself Go.
CRANDELL, DAVID M.
CRAWFORD, JANE D.
CREECH, NORMAN J.
CREIGHTON, NORMAN
The Crillans.
CRESOP, JOSE
CRIPPEN, BLANCHE
Parade of Young Stars.
CROSSEN, KEN
Kate Smith; Molle Mystery Theatre; Famous Jury Trials.
CRUTCHER, ROBERT R.
CRUTCHFIELD, CHARLES
Let's Go to Town.
CRUZ, MIGUEL DE LA
CUMMINGS, FLORENCE
CUMMINS, BOB
CURTIS, MINNIE JO
CURTIS, NATHANIEL
You Can't Take It With You.
CUSINBERRY, JAMES

— D —

DAHN, FRANK C.
The Sea Hound.

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Southport, Conn.

Arch Oboler

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DAMBACH, ROBERT
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DANK, MORTIMER S.
DANYLA, MICHAEL
DAVID, EDWARD M.
DAVIDSON, DAVID
Mr. Keene; Inspector Hawkes and Son; Preguntas y Respuestas.
DAVIDSON, MICHAEL
DAVIS, ANNE
Music & Fashion.
DAVIS, ELMER
DAVIS, RICHARD
DAVIS, STANLEY
Kraft Music Hall.
DAVIS, WILVA
DAWES, EDMUND
DAWN, ROBERT
DAWSON, RONALD
Helen Trent; The Jubilaires; Wilderness Road.
DAY, JANE
DAY, SHANNON
DECKER, DUANE
DE GRAVELLES, MARTHA
DEKOWEN, DAVID
DEMPSEY, VINCENT J.
DENISON, MERRILL
American Women.
DENNY, ROGER Q.
DENT, WADE
DE POY, DOROTHY
de Soos, Alice S., de Souza, Manuel Pinto.
DETRICK, DORIS
DETRICK, JEAN
DEVINE, JERRY
Mr. District Attorney.
DeWITT, JOHN
Appointment With Life; David Harum.
DIAMOND, MUNI
DIAMOND, SELMA
Durante & Moore Show.
DICKSON, CHARLES P.
DIEHL, WALTER
DIERKING, MAXINE
DISQUE, BRICE, JR.
DITSCH, BETTY
DODGE, VIRGINIA L.
DONALD, ISOBEL
DONALD, PETER
DONOVAN, HOBARD
DONOVAN, HERBERT
Beat the Band.
DOUGALL, BERNARD
DOUGLAS, JACK
Ozzie & Harriet; Jack Carson.
DOWELL, JOHN
DOWNEY, FAIRFAX
DOYLE, JACK
DRAPER, BARBARA
DRISCOLL, JOHN
BRUCE, OLGA
Keepsakes; Baby Institute.
DUDLEY, PAUL
DUHAN, MARJORIE
DUNCAN, ALBERT E.
DUNCAN, HUGH C.
DUNN, WINIFRED
DUNNING, DIANA
DURHAM, RICHARD
DUTTON, MYRON
DWAN, ROBERT

— E —

EDDY, FRANK C.
EDDY, LUCILLE
EDELMAN, HARRY C.
EDWARDS, GEORGE H.
EDWARDS, JOHN
EGEN, EDWARD WILLIAM
EGERTON, CALVERT C., JR.
EHRLICH, MAX
That They Might Live; The Shadow.
EICKS, ELISE L.
EIKEL, VERA
EKLUND, ZERITA
ELDER, RUBY
ELDIN, ZAKY
ELIAS, HELEN
ELIOT, GEORGE F.
ELINSON, IZZY
Time to Smile.
ELLER, HERMAN
Jack Gleason; Groucho Marx.
ELLINGTON, RICHARD
ELLIOTT, GERALDINE
ELLIOTT, LUCY
ELLIOTTE, JOHN
ELIS, DAVID
ELLIS, FRANCES
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ELLIS, RAYMOND
Duffy's Tavern.
ELVIDGE, TOM
EMICH, HOWARD L.

JERRY McGILL

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ERP, JOHNNY H.
ERSKINE, ANNA
ERTHEIM, JAMES
ESTE, LOUIS
EURE, VIRGINIA
EVERITT, ARVA
Countersply.
EWING, ANNEMARIE
Musical Autographs.

— F —

FABER, GEORGE
FAHEY, JOHN
FARMER, ARCH
FARR, FINIS
FARRELL, JANE
FARROR, MICHAEL M.
FAST, HOWARD
The Band Wagon.
FAULKNER, GEORGE
FAULKNER, VIRGIL
FEE, EDNA
FELDMAN, EUGENE
FERRIS, JANE C.
FERRISS, JEAN
FERRO, MATHILD
Lorenzo Jones; This Changing World.
FICKETT, HOMER
FIELD, GORDON
FIELD, MARTIN
FIELD, NORMAN
FIELDS, SIDNEY H.
A Date with Judy; Broadway Show Time; Pick and Pat.
FIELDS, STANLEY
Abbott and Costello.
FIFER, C. ARTHUR
FIMBURG, HAL
FINE, NAOMI R.
FINGER, LENARD
Southernaires; Kelly's Courthouse.
FINNISONG, RUTH
Creeps by Night.
FINKE, JACQUES
All Time Hit Parade; Voice of the Army Suspense; Radio Readers Digest; Hit Parade.
FISCHER, MERCIA

FISHER, MAGGY

NBC, Finders Keepers.

FISHER, NANCY
FISHER, ROBERT
FITCH, FRANCES JEAN
FIZGERALD, PEGEEN
Breakfast with the Fitzgeralds; Strictly Personal; Brunch with the Fitzgeralds.
FLANNERY, HARRY W.
FLETCHER, VIVIEN
FLODIN, BETSY
FLYNN, BESS
Bachelors Children; Martha Webster; We, the Abbots.
FLYNN, ROY
FLYNN, HAZEL
FOLLIOTT, DORIA
Woman of America; The Open Door.
FORAY, JUNE
FORCADE, FRANCISCO
FORCE, ARTHUR
FOREGGER, ERNESTO R.
FORMAN, ED
Abbott and Costello; Joe E. Brown.
FORTRAN, PHIL
FORD, CHRISTOPHER
FOSTER, ROYAL
Edgar Bergen.
FOX, FRED S.
Jack Carson; Bob Hope.

FRAMER, WALT

Ladies Be Seated; The Black Hood; The Tune Corral.

FRANK, MELVIN G.
FRANKLIN, DEL
FRANKLIN, PAUL
Amos 'n Andy.
FRANKEL, DORIS
FRANKEL, MORTIMER
Fun With Dunn.
FREEMAN, EVERETT
The Fanny Brice Show.
FRIEDKIN, DAVID E.
FRIEDLANDER, HELMUT N.
FRIEDLICH, RUTH K.
FRIEDMAN, BEN
FROMMER, LARRY
FROST, HARRIET B.

WALT FRAMER

Writer-Producer-M.C.

PRODUCED
"LADIES BE SEATED"
BLUE NETWORK

WROTE
"THE BLACK HOOD"
MUTUAL

ORIGINATED
"THE BLESSED EVENTER"
"HAVE YOU GOT IT?"
"CLUB HOLLYWOOD"
"NAME-O"
"KIDDIE KWIZ"

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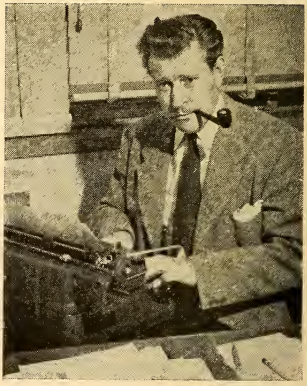

LEW X. LANSWORTH

Writer-Director-Producer

•

"MURDER WILL OUT"

Blue—Tuesday, 9:30-10:00 p.m., P.W.T.

FRYER, J. GAILLARD
FULLING, RUTH
FULTON, LOU
Horace Heidt; Dick Powell.
FUNT, JULIAN
Big Sister; Joyce Jordan.
FURMAN, EDWARD E.
FUTRAN, HERBERT

— G —

GAIL, ALBERT
GAINES, RUEBEN
GAMMIL, NOREEN
GANDERO, ALBERT
GARSON, HENRY
Burns & Allen Show.
GARBER, BERNARD J.
GARDNER, BEVERLY
GARDNER, PAT
GARRET, DAVID
GARRY, AL
The Kate Smith Hour.
GARSON, HENRY
GASKELL, VIRGINIA
GAYLE, MARGOT
WABC Presents Margaret Arlen.
GEIGER, MILTON
The Ginny Simms Program; We Who Dream; The Doctor Fights; Radio Hall of Fame.
GERBER, JOHN W.
GERSHMAN, BENJAMIN
GERSHON, ALICE J.
GETHIN, LAUREL
GETZ, JANE
GIBBONS, NANCY
GIDDINGS, NATALIE
GILBERT, DORIS
Kate Smith Hour.
GIRAO, MIGUEL, JR.
GIVEN, HELEN
GIVENS, JEAN
GLEASON, MARION N.
GLICKMAN, WILL
Basin Street Music.
GLOVER, ELIZABETH
GLYER, RICHARD J.
GODFREY, GILBERT
GODWIN, HAROLD P.
GOELLER, LEE
GOGGIN, RICHARD J.
GOLDEN, ALFRED L.
Every 40 Seconds.
GOLDEN, DAVID T.
Think; Date With Maurice.
GOLDEN, MYRON
Beat the Band.
GOLDSMITH, CLIFFORD
The Aldrich Family.
GOLDSTONE, MERWIN G.
GOLLARD, JERRY
Frank Sinatra.
GOODMAN, EVELYN
GOODMAN, JACK
GOODMAN, MAL
GOODSON, MARVIN
GONZALEZ, ALVARO
GORDON, GEORGE
GORDON, GLORIA
GORDON, MATTHEW
GORMAN, ARTHUR
GORMAN, EARL
GOSDEN, FREEMAN
Amos 'n Andy.
GOTLIEB, JOSEPH
GOULD, FRANK
GRAHAM, JEAN
GRAHAM, JOHN P.
GRANICH, HARRY
El Destino America; Human Adventure; Columbia School of the Air.
GREEN, JOHNNY
Blondie.
GREEN, MANLEY M.
GREEN, SYLVIA F.
GREENE, JOSEPH L.
Suspense; Famous Jury Trials.
GREGORY, DAVID
Kraft Music Hall.
GRIFFIN, GEORGE D.
GROOM, MARTHA
GROVE, BETTY
GRUSKIN, EDWARD I.
GUEDEL, JOHN
People Are Funny.
GUEDEL, WALTER
People Are Funny.
GUILBERT, ROBERT M.
GUITERMAN, LEON
GUNDERSON, RUSSELL L.
GUSSMAN, CHARLES J.
Broadway Matinee; David Harum; Inspector Hawkes and Son; Mr. Keen, Tracer of Lost Persons.

— H —

HAAKER, ED
HACKETT, WALTER
Thanks to America; Time for Decision; Zip Your Lip.
HAFT, HELEN J.
HALES, RUTH E.
HALEY, EUGENE S.

FOR QUALITY
AP !

LARRY MARKS

FRED ALLEN

GROUCHO MARX

FRANK SINATRA

JACK CARSON

WM. MORRIS AGENCY, Inc.
HOLLYWOOD

HALL, DAVID
General Motors Symphony of the Air; NBC Concert Hour; NBC String Quartet.
HALL, MORT
HALL, RICHARD E.
HALMAN, DORIS
HALLORAN, EDWIN
Aunt Jennie True Life Stories, Fannie Hurst Presents; First Nighter; Curtain Time.
HAMTON, BETTY JO
HAMTON, NANCY
Fashions in Rations.
HAMMERICKSON, HELEN
HAMMERSLEY, EVADNA
HAMMOND, LAURENCE
We, the People.
HANKEN, MARGARET
HARRIS, HARRIETT M.
HARRIS, JAMES L.
HARRIS, HOWARD
The Arkansas Traveler, Dinah Shore's Open House.
HARRISON, CECILE
HART, ELIZABETH
HART, JAMES
HART, PATRICIA
HARTMAN, LOUIS E.
HARTMAN, ROBERT C.
HARVEY, EDWARD B.
HARVEY, GLYNN
HASTINGS, MAURICE
HASTINGS, MORRIS C.
HASTY, JOHN E.
HATCH, ERIC
Cresta Blanca Carnival.
HAUSER, DWIGHT
HAWARD, ROSEMARY
HAWKINS, STUART
Cavalcade of America; Armstrong Theatre of Today; Bright Horizons.
HAWLEY, E. C.
Armstrong Theatre of Today.
HAYES, RAPHAEL
HAYUM, LUCILLE
HEADY, JEAN
HEATH, MAE
HEIDER, FREDERICK
HEIDT, FRED
HEIKEN, NATE
Fred Allen Show.
HEINEMAN, TYBE B.
HEISCH, ELIZABETH
HEISCH, GLAN T.
HELM, HERVEY
Amos 'n Andy.
HELDENBRAND, PAGE
HEMUS, PERCY

HENLEY, ARTHUR

Mary Small Show; Paul Winchell Show.

HENNING, PAUL
Burns & Allen Show.
HENRY, ELINOR
HERBERT, ANN
HERENDEEN, FRED
HERMAN, GEORGE
HERRMANN, HARRY R.
Music America Loves Best.
HERZINGER, CARL
Lucky Strike.
HESLEP, CHARTER
HESS, HARRY
HIBBS, CARLA
HICKS, EDWIN P.
Salute to Service Men.
HICKS, MADELINE
HIGGINS, KENNETH
HIGLEY, PHILO
HIKEN, NAT S.
HILKER, PAT
HILL, FRANK E.
This Living World.
HIMMELFARB, BERNARD
HITE, KATHLEEN
HOADE, MARTIN
HOARE, JEAN
HODAPP, WM. C.
HOFFMAN, ELWOOD C.
HOFFMAN, JAMES
HOFMAN, FRERICK W.
HOLLAND, GERALD
Atlantic Spotlight.
HOLLOWAY, JEAN
Kate Smith Hour; Theatre of Romance.
HOLLISTER, LEN D.
HOLMES, AUDREY
HOLOMAN, KAY
HOPE, ORA
HORRIGAN, EARL
HOUSTON, MARJORIE
HOWARD, DAVID B.
HOWARD, ELEANOR
Listen Ladies.
HOWARD, FREYA
HOWARD, JOHN LASKER
HUCKINS, JANET
HUDELSON, BEN
HUDSPETH, NANCY
HUGH, BETTY
HULL, ADELE
Food for Thought.
HULL, ALEXANDER
HULLINGER, BETTY
HUNT, BILLIE
HUNTER, HELEN
HUNTLEY, CHARLES H.
HURD, BETTY
HYAMS, BEN
N. Y. Philharmonic Symphony Orch.; Invitation to Music; Philadelphia Orchestra; E. Power Briggs; Eileen Farrell; Vera Brodsky.
HYTON, JEAN G.

— J —

JABLONS, MIKE
JACKSON, ALAN
JACKSON, CHARLES
Sweet River.
JAFFEY, BESSIE
JAMES, EDWARD
JAMESON, HOUSE B.
JANISON, DAVID E.
JARVIS, ROBERT
Johnny Mercer.
JENSEN, NELL
JENSEN, WALTER L.
JOHANSEN, ALFRED
JOHNSON, DON
JOHNSON, DUANE
JOHNSON, ED
JOHNSON, LOIS
JOHNSON, RUTH
JONES, VENZUELLA
JORDON, JOSEPH
JORGENSON, E. W.
JOSEFBERG, MILT
Jack Benny Show.
JURIST, EDWARD
Kate Smith Hour; Friday on B'Way.

— K —

KAGAN, BEN
Words at War; Cavalcade of America; Grantland Rice Sport Stories; Uncle Sam.
KAGEL, ELIZABETH T.
KAHN, MAURITUIS
KALTENBORN, H. V.
KAMPE, MEL
KANDEL, HELEN R.
KANE, ALTA JEAN
KANNER, JEROME
KANTER, HAL
KANTER, SHIRLEY IRIS
KAPLAN, JAMES
KARAN, STANLEY J.
KARNEY, BEULAH
KARP, WILLIAM
KAUFMAN, SAMUEL
KAYE, DORIS E.
KEEFE, HOWARD S.
KEEL, NINA JO
KELLER, EVELYN
KELLEY, DENNY
KELLEY, WELBOURNE
KELSEY, JOHN D.
My Best Girls.
KEMP, JUANITA
KEMPLE, EDNA
KENITZ, JEAN
KENNEDY, FRANCIS J.
KENNEDY, JAY R.
KENT, ALAN
Duffy's Tavern.
KENT, PRISCILLA
The Parker Family; Curtain Time; Words at War.
KIBBEE, ROLAND
KERRIGAN, JACK
KINGSLEY, DOROTHY
KIESWETTER, DOROTHY
KINGSTON, HENRY
KINLER, BETTY
KINSELLA, FRANK
KIRK, ELLEN
KIRK, PETER
KLEE, LAURENCE
Chaplain Jim USA; Valiant Lady; Aunt Jenny's True Life Stories.
KLINKER, ZENO
Edgar Bergen.
KLONSKY, MILTON
KLUMPH, KAY
KNIGHT, RUTH A.
Those We Love; Fannie Hurst Presents; Brave Tomorrow; Bachelors Children.
KNIGHT, VICK
KNOX, HELEN M.
KOFF, JUDITH
KOHNHORST, DAVID
Frank Sinatra.
KOIVISTO, ARMIDA
KOOP, JEANNIE
KOGAN, DAVID
Mysterious Traveler; Return of Nick Carter; The Shadow; Red Cross Programs.
KORCH, FRANK
KOSOVITZ, NORMAN
KOWALKOSKI, RICHARD L.
KRAMER, MILTON J.
KRAUSE, ARTHUR
KREYMBORG, ALFRED
KROLL, MARY JANE
Margaret Arlen.
KRONMAN, HARRY
KRUM, FAYETTE
KURTZMAN, SAMUEL
KUTHE, AUDREY B.

— L —

LACKAYE, RICHARD
LAKE, BERRY
LaFRAUDE, JACK
LAMBRECHT, KLAUS
LAMPELL, MILLARD
First in the Air; I Sustain the Wings.
LAMPMAN, EVELYN S.

LANE, DAVE
Dick Powell.
LANGER, TOM
Lon Stage Everybody.
LANGLEY, EDWARD A.
LANGMAN, SARA
LANSING-JONES, ANNETTE
LANSWORTH, LEW X.
LARA, FRANCISCO J.
Children's Hour.
LARMER, PAUL
LASCO, LOUIS
LOTOUCHE, JOHN
LAVEN, PAUL
Bob Hope Show.
LAYTON, GEORGIA LEE
Correction Please; Let's Be Charming.
LAZARUS, NANCY
LEA, SANDRA
LEACH, RICHARD P.
LEE, BENJAMIN
LEE, KAY
LEE, LESTER
LEE, ROBERT E.
LEMKUHL, MARVIN A.
LENARD, KAY
LENZ, ELINOR
Appointment with Life; Grand Central Station; Aunt Jennie's True Life Stories.
LERWERTH, MARGARET
Great Moments of Music; Mrs. Miniver; Help Mate; Theatre of Romance.
LESLIE, ARLEEN
A Date with Judy.
LESLIE, IRA L.
LESLIE, LEONARD
Bulldog Drummond.
LESLIE, PHIL
Fibber McGee and Mollie.
LEVINE, PHYLLIS
LEVINE, SAMUEL E
LEVINSON, LEONARD L.
Jack Carson Show.
LEWIN, GEORGE
LEWIS, DAVID N.
LEWIS, G. DRAPER, JR.
LEWIS, HERB
Fred Allen Show.
LEWIS, MILTON
Adventures of the Thin Man, Inner Sanctum.
LEWIS, MORT
Philco Radio Hall of Fame; Telephone Hour.
LEWIS, TOM
LIGHT, ROBERT
LIGON, ERNEST M., DR.
LINDGREN, LILITH
LINDLEY, DOROTHY
LIPSCOTT, ALAN
Life of Reilly.
LIST, VIRGINIA
LITTLE, HERBERT, JR.
Junior Miss; Mary Small Revue; Jane Cowl; Death Valley Sheriff.
LIVES, AUDREY R.
LOAR, ISABELLE
LOWEL DORIS
LOMAX, ELIZABETH
LONEY, MARGARET
LONGSTRETH, EDWARD
LOUISELL, C. MEDORA
LOVOCE, PHYLLIS
LOWETHER, GEORGE
Superman.
LOY, TOM
Saturday Night Up Street.
LUBOWITZ, SHIRLEY
LUDLEM, GEORGE P.
LUERTH, MARGARET
LUMMIS, TOM
LUSSIER, DANE
LYMAN, BESS
LYNN, VIRGINIA R.
LYNTON, JERRY
LYON, PEYER
Cavalcade of America; Molle Mystery Theatre; Band Wagon; Labor for Victory.

— M —

MacDOUGAL, RONALD R.
MacGREGOR, C. P.
MacINTYRE, KATHLEEN
MACK, NILA
Let's Pretend.
MacKENZIE, KEN
MacLANE, ROLAND
Edgar Bergen.
MacLEAN, ELIZABETH
MAIR, WALTER E.
MALONE, JOEL
MALONE, MARY V.
MALONEY, THELMA
MANGOLD, MARY
MANHEIM, EMANUEL
Frank Sinatra Show.
MANKOFF, BILL
Duffy's Tavern.
MANLEY, WM. F.
MANNING, CARL
MANNING, ZANNIE MAY
MARION, IRA
MARKS, HILLARD

MARKS, LARRY

Fred Allen; Groucho Marx; Frank Sinatra; Jack Carson; Gracie Fields.

MARKS, SHERMAN
MARTIN, BESS
MARTIN, GENE
MARTIN, HARRY
MARTIN, JOHN C.
MARTIN, J. T. W.
MARTIN, PETER
The Band Wagon.
MARVIN, JULIE
Wide Horizons; Video Vistas.
MASKI, JOSEPH
MASS, JESSE B.
MAUS, DOROTHY BENNETT
MAXWELL, ALLAN B.
MAYER, MARGARET
Mary Small Revue.
MAYER, PEGGY LOU
Let Yourself Go; The Mary Small Revue; Counterspy.
MAYS, RODERICK A.

McGILL, JERRY

Big Town.

MEACHAM, MALCOLM
MEADOW, LEON
MEDBURY, JOHN P.
Ozzie & Harriet.
MEDFORD, HAROLD
MEER, JEROME L.
MEISER, EDITH
Adventures of Sherlock Holmes.
MENKEN, LAWRENCE
The Band Wagon; Famous Jury Trials.
MELTZER, LEW
Duffy's Tavern.
MERKEN, GERALDINE L.
MERLIN, MILTON
Ginny Simms.
MESLIERE, NICOLE C.
de la.
MESLIERE, NICOLE C., de la
METZ, ZACHARY
MEYERS, J. O.
MICHAEL, PETER
MICHEL, JO
MICHELSON, EDWARD J.
MILES, MADELYN
MILLER, ALBERT G.
MILLER, ARTHUR
Cavalcade of America.
MILLER, BARNEY R.
MILLER, EDNA M.
MILLER, GARY
MILLER, HALLIE MARGARET
MILLER, MARGARET E.
MILLER, SIGMUND
Inner Sanctum, Suspense.
MILLER, WAYNE W.
MILLSTONE, ROSALIND
MILWARD, JO U.
MITCHEL, JACK
MITCHELL, BETE
MOFFATT, MAUDE
MOLE, JOHN
Gang Busters, Counterspy.
MONASH, PAUL
Famous Jury Trials.
MONROE, CHARLES S.
Theatre of Romance; La Mascara Sonriente; Burl Ives; Raymond Scott Show.
MONTANO, CARLOS
MOODIE, SUSAN D.
MOORE, EUGENE
MOORE, FRANK
MOORE, NANCY
Second Husband.
MOORE, SAN
The Great Gildersleeve.
MOORE, WM. M.
MORE, ALBERTO
MORGAN, HELEN
MORLEY, BERNARD S.
MORRIS, SHIRLEY

MORSE, CARLETON E.

One Man's Family; I Love a Mystery.

MOSENA, DICK
MOSHER, ROBERT
Edgar Bergen, Johnny Mercer's Music Shop.
MULLEN, BOB
MURCOTT, JOEL
MURPHY, JAMES M.
MURPHY, WM. H.
MURRAY, JOHN
Which Is Which; People Are Funny.
MURRAY, NATALIA D.

— N —

NAPOLI, ANTHONY, MRS.
NEILSON, FRANCES F.
NEIMAN, IRVING G.
NELMS, RALPH
NEUMAN, E. J.
NEWMAN, ROBERT
Inner Sanctum; Adventures of the Thin Man; Chief, Radio Out Post Division.
NEWTON, CHARLES H., JR.
NICHOLS, ANNE
Abbie's Irish Rose.
NICKEL, RUTH
NOLT, EVELYN
NORMAN, FREDERIC

NORTON, SYLVIA
NOWINSON, DAVE
This Is My Country; Cabbages & Kings; Medals in Music.

— O —

O'BRIEN, BOBBIE
Time to Smile.
O'CONNELL, TOM
O'CONNOR, LEONARD

OBOLER, ARCH
Everything for the Boys.

O'HANLON, JAMES
O'NEILL, CHARLES
O'REILLY, DANIEL P.
ORR, JUNE
OVERBERG, EVELYN

— P —

PACKARD, SAM
Edgar Bergen.
PAGE, ELSIE
PAGET, BARRIE
PALM, TAGE
PALMER, CHARLES
PANAMA, NORMAN K.
PARCHER, OLIVER
PARKER, EPHE
PARNETT, LILYAN
PARSONS, GEORGE
PARTNOW, HYDE
PATTEE, FLOYD
Encores.
PAUL, NORMAN
Duffy's Tavern.
PAYNE, JACK F.
PEARL, ARNOLD
PEARSON, BEN
Joe E. Brown.
PEEK, JANET
PELAEZ, JORGE
PEREIRA, HELIO J.
PERRAULT, ERNEST G.
PERRIGO, EDDIE
PERRIN, SAM
Jack Benny Show.
PERSON, BERNARD
PETERS, BARBARA
PETERS, PAUL
Cavalcade of America.
PETERSON, NELLE MARIE
PFIEFER, MARGOT
PHARES, FRANK
Texaco Star Theatre.
PHILLIPS, ARTHUR
PHILLIPS, PAUL C.
Lucky Strike.
PLANER, LILLIAN
PLESTED, DOLORES
POLETTI, JEAN E.
POLLARD, MAXWELL
POLLOCK, LOUIS
POLONSKY, ABRAHAM
PORTER, DOROTHY
POTTER, ANDY
POWELL, DAWSON
POWELL, IOLA
PRAGER, NATALIE P.
PRAY, RUPERT
PRICE, JOHN
PREISMAN, HELGA
PRICE, ROGER
PRINCE, JOHN
PRINGLE, DON
Abbot and Costello.
PROSER, LEOPOLD
PRYOR, HUBERT C.
PUDNEY, EARLE

— Q —

QUILLEN, JOHN
Eddie Cantor.
QUINN, DON
Fibber McGee and Mollie.
QUINN, EDITHE
QUINN, LOUIS

— R —

RADCLIFFE, VIRGINIA
Frank Sinatra.
RADOM, JANE
RAMIREZ, HERNANDO
RANALD, JOSEF
RAND, SYDNEY
RANDOLPH, JIM
RAPOPORT, JOAN
RAYNOR, HAL
REAGH, HARRIET
REDMOND, DICK
REED, DENA
Hollywood Radio Theatre; Grand Central Station; Radio Coverage Story Dept. MGM.
REED, LEWIS
REID, DON
REINES, BERNARD
Scripts for CIAA; We Came This Way.
REIS, IRVING
REISNER, RUTH
REVITCH, I. D.
Everything for the Boys.
REVNER, KATHERINE H.
REZNICK, SID
Jimmie Durante Show.
REYNOLDS, ED
Jackie Gleason Show, Jack Pepper; Duffy's Tavern; Johnny Morgan; Fun With Dunn.
RHINE, LARRY
RICE, EDMUND C.
Broadway Show Time.
RICE, JOSEPHINE
RICE, LORRAINE
RICHARDS, KENNETH
RICHARDS, ROBERT
Suspense.
RICHARDS, SILVIA
RICHARDS, STANLEY
Men at Sea; Lux Radio Theatre; This Is Our Cause.
RICHTON, ADDY
This Life Is Mine.
RIZNIK, JOSEPH Q.
ROBERTS, CHARLES A.
ROBINSON, JACK
Durante-Moore Show.
ROBINSON, MAURICE L.
ROBISON, MYRTLE
ROBSON, WM. N.
Family Hour.
ROCCHIA, ALBERT J.
ROCKWELL, GEORGE
ROEBURT, JOHN
Wide Horizons; Counterspy.
ROEMER, MADGE
ROGERS, HERMAN L.
ROGERS, ROSWELL
Lum and Abner.
ROGERS, SIDNEY
ROKER, SHIRLEY J.
ROMAGUERA, OSCAR H.
ROSEN, NORMAN
Television Shows; HMS Pinafore; Heredity.
ROSNER, CONSTANCE
ROSS, ARTHUR
ROSS, ROBERT J.
Amos 'n Andy.
ROSTEN, NORMAN
Cavalcade of America.
ROTH, ROSEMARY
Margaret Arlen.
RUBEN, AARON J.
Burns and Allen.
RUBIN, ROBERT
RUBIN, VIRGINIA HASKELL
RUSCOLL, JOSEPH
Theatre of Romance.
RUSH, CELESTE
RUSHTON, J. A., MRS., JR.
RUSSELL, FRED
RUSSELL, KAY
RUSSELL, LUCILLE

— S —

SACHS, MANNY
Duffy's Tavern.
SAFARJIAN, D. E.
SAKS, SAL
Dinah Shore.
SANGSTER, MARGARET E.
House on Q Street
SANS, BARBARA
SANTOS, CRISPIN A.
SASS, CARL
Comedy Theatre.
SAVAGE, COURTNEY
SAVAGE, ROBERT P.
SAWYER, CAROLYN
SAYBASH, ADELE
SAYRE, CHARLENE
SCANLON, ROBERT H.
SCHEUER, JOHN
SCHILLER, ALFRED
SCHMIDT, DICK
Meet the Boys in the Band.
SCHNEIDER, ADOLPH J.
SCHOEN, LILLIAN
The Black Castle.
SCHULTZ, STANLEY N.
SCHWARTZ, ALBERT
The Bob Hope Show.
SCHWARTZ, JULIAN
SCHWARTZ, ROBERT N.
SCOFIELD, LOUIS
That Brewster Boy; Woman from Nowhere.
SCOTT, ASHMEAD
Life of Reilly.
SCOTT, CREIGHTON
SCULLY, FRANCES
SEELEN, JERRY
Fanny Brice.
SELDES, GILBERT
SERIANNI, JOAN
SETARO, RICARDO M. L.
SEYMOUR, ADELE
Light of the World.
SEYMOUR, BETSY
SEYMOUR, KATHARINE
Light of the World.
SHARP, JACK
SHARPE, DON W.
SHARPE, RICHARD L.
SHAW, BEATRICE H.
SHAW, BOB
Front Page Farrell; Appointment With Life; Mr. Keen, Tracer of Lost Persons.
SHAW, LON
SHELDON, L. JAMES
SHEPARD, ELAINE
SHEPARD, HARRY, JR.
SHERIN, LEO
Kraft Music Hall.
SHERMAN, IRA
SHEVEY, HY
SHIEFFELS, PAUL
SHIPP, RUBEN
Life of Riley.
SHIRLEY, VIVIAN
SHOEMAKER, ELEANOR
SHOECRAFT, WILLARD
SHORT, FRANCES

SHORT, JOSEPH A.
SHORT, VIOLET
SHUTT, JOCELYN P.
SIERE, HELEN
SILVER, PAUL
SILVERMAN, SAUL
SIMON, ALBERT
SIMON, ROBERT
Music America Loves.
SINGER, HENRY A.
SINGER, RAY
Joan Davis and Jack Haley.
SINGER, SID
SINGER, SUE
SKATTEBOL, LARS
SKINNER, VIVIEN
SKLAR, MICHAEL
New World a Coming; Headline Parade; Five Star Final.
SLANDER, ARTHUR
Amos 'n Andy.
SLOANE, ALLAN E.
Bulldog Drummond.
SLOANE, ROBERT
Theater of Rorance; Inner Sanctum.
SLON, SIDNEY
The Bond Wagon.
SMITH, ALAN
Edgar Bergen.
SMITH, BURRELL
SMITH, EVELYN
SMITH, MARSHALL
SNAPP, PAULINE
Just Between Friends.
SNELL, GEORGE D.
SOARES, IRINEU M.
SODERBERG, ROBERT W.
SOLER, EUGENIO
SOLLERS, RAY F.
SOLOMON, LES
Durante and Moore Show.
SOLOMON, LOUIS
SOMMER, EDITH R.
Cavalcade of America.
SOMMERS, JAY
Basin Street Music; Jimmie Durante Show; Alan Young Show; Shirley Booth.
SPAFFORD, ROBERT
SPEER, CHARLES C.
Saludos Amigos; Cresta Blanca Carnival; Believe It or Not; Armstrong Theater of the Air; Fun With Dunn; Scramby Amby.
SPEER, JOHN R.
Fun With Dunn.
SPENCER, LEE
SPENCER, MARIAN
SQUIRE, CHRISTINE
STAFFORD, EVELYN
STAFFORD, GENE
STADELMAN, EGON
STANLEY, JACK
People Are Funny.
STARK, SHELDON
What's News; On Stage Everybody.
STEARN, MARTIN
We Love and Learn.
STEIN, JOSEPH
STEINKIPF, ALVIN J.
STELLMAN, GEORGE H.
STERLING, STEWART
STERNE, MARTIN
STEWART, PAUL
STEWART, VIRGINIA
STILES, VILLA
Land of the Lost.
STIRLING, NORA
Serenade to America.
STEVENS, W. VEDDER
STONE, LYNN
This Life Is Mine.
STONE, WALTER
STOOPACK, MURRAY
STRAUS, CHARLETTE F.
STRESS, HAL R.
STREET, JULIAN, JR.
STRIKER, FRAN
The Lone Ranger; The Green Hornet.
SULLIVAN, NORMAN
The Bob Hope Show.
SUMSKY, BARBARA
SUSSAN, HERBERT S.
SUTTON, WAIN
SWANN, BOB
SWEETS, WILLIAM M.
SWING, FRANCES

— T —

TACKABERRY, JOHN
Jack Benny Show.
TAGLIACOZZA, ENSO
TALLMAN, ROBERT
Cavalcade of America; This Is My Best.
TANNEBAUM, GERALD
TAYLOR, DONALD K.
TAYLOR, ELIZABETH
TAYLOR, FLORENCE
TAYLOR, HENRY
Jack Carson Show.
TAZEWELL, CHARLES
The Star and the Story; Molle Mystery Theatre; Mayor of the Town.
TEICHMANN, HOWARD M.
TENNANT, JEAN H.
TENNIES, VERA
TEPPERMAN, EMILE C.
Counterspy.
TERRETTA, ELLIE
THACKER, VIRGINIA
Aunt Mary, Press Club.
THAYER, HENRY
THOMAS, GILBERT
THOMAS, GRETCHEN
THOMAS, JACKIE, MRS.
THOMPSON, JANE
THOMPSON, MARY AGNES
THOMPSON, MARY J.
THOMPSON, PRISCILLA
THOMPSON, R. P.
THOMSON, BEATRICE VAN HORN
THORMANN, WERNER
THORN, PHILIP R.
THRO, BETTY
TILLMAN, PATRICIA VOILS
Joan Brooks; Raymond Scott Show.
TODMAN, WILLIAM S.
Quiz of Two Cities; Battle of the Boroughs; Connee Boswell Show.
TOLG, RUSS
TORRE, EMILIO de
TORUM, ISMIAL H.
TOVROV, ORIN
TOWNSEND, DALLAS S., JR.
TOWNSEND, LEO
TRAVERSARI, ESTER N. DANESI
TREY, JACQUELINE W.
Counterspy.
TRIBBLE, ROBERT DEAN
TROUT, BOB
TRUDEL, ALLEN R., MRS.
TUTHILL, DOROTHY

— U —

UNELL, RICHARD L.

— V —

VAILE, DAVE
VALENTINE, HELEN
VAN ANTWERP, ALBERT
VANDERCOOK, JOHN
VAN LIEW, JAMES
VAN SICKLE, RAIMOND
VARES, GEORGE
VARES, VLASTA
VARIN, ROGER
VARNEY, CHASE
VAUGHAN, LIBBIE
VERRAL, CHARLES S.
VICTOR, DAVID
Junior Miss; Mary Small Revue; Jane Cowl; Death Valley Sheriff.
VICTOR, DON
VINSON, ANN
VIRGIEN, MILI
VISSON, ANATOLE
VITTES, LOUIS
Two On a Clue; Nero Wolfe; Mr. & Mrs. North.
VOILS, PATRICIA
VOLAN, LEON
Meet the Boys; Lifelines to Victory; Your Chaplain; Morale in Music.
VOLLAERTS, HENDRIK
Frank Sinatra.
VALLMER, LULU
VON FLUSS, STARR
Imperial Valley Review.
VRZAL, KAREL
VYDRA, L. H.

— W —

WAKELEE, ARTHUR H.
WALKER, ALLEN
WALKER, MARY
WALLACE, ARDIS L.
Kresge's Newark Magazine of the Air.
WALLACE, EDWARD R., JR.

WALLISER, RUTH
Coronet.
WALPOLE, HELEN
Laura Lawton; Stella Dallas.
WALSH, CLARA
WANG, EUGENE
Quick as a Flash; Adventures of the Thin Man; Wide Horizons.
WARD, PERRY
WARNER, HUB
WAYNE, MILTON
Cavalcade of America.
WAYNE, ROSEMARY
WEBB, JANE
WEBB, KENNETH
Armstrong Theatre of Today.
WEBB, NANCWY
Chic Carter.
WEBBER, GORDON
WEBBER, PEGGY
WEEL, ALICE J.
WEFING, HENRY
WEINER, TEX
Soldiers With Coupons.
WELCH, WILLIAM A.
WELLS, HELEN
Jane Porterfield Program.
WELLS, FRANK B.
Great Novels; We Came This Way; Land of the Free.
WELLINGBROOK, KATHERINE
WELLS, HELEN
WENDELL, DOROTHY D.
WERSHBA, JOSEPH
WEST, JANE
WEST, PAUL
WEST, WALLACE G.
WESTGATE, THEODORE H.
WETZE, ROBERT T.
WETZLER, H. S.
WHEATON GLEN
The Arkansas Traveler; Dinah Shore Program.
WHEDAN, JOHN
The Great Gildersleeve.
WHITE, KENNETH
WHITEHEAD, MARGARET L.
WHITEHOUSE, WILLIAM A.
WHITESIDE, CLAIRE R.
WHITESIDE, HARRIETTE
WHITNEY, BETTY
WIDNEY, STAN
WILCOX, JUANITZ
WILKOFF, JOHN
WILLIAMS, ALBERT N.
WILLIAMS, HERSCHEL V.
WILLIAMS, ISABEL R.
WILLIAMS, JOHN
WILLIAMS, TOD
WILLS, SI
Joan Davis and Jack Haley.
WILSON, ALLEN
WILSON, FRANCES G.
WILSON, FRANK
Stage Door Canteen.
WILSON, GEORGE E.
WILSON, J. DONALD
WILSON, JANE
WILSON, KATHLEEN
WILSON, LEONA
WILSON, PRISCILLA K.
WILSON, W. RAY
WINIKUS, FRANCES M.
WISHENGRAD, MORTON
The Eternal Light; Words at War.
WITTY, DON
WOLF, GEORGE
WOLF, STANLEY J.
WOLFE, CHARLES H.
WOOD, LEE
WOODLE, HARRY
WOODS, ALLEN
WORMSER, JACK
WRAY, OLIVE HENRY, MRS.
WRETMAN, IRENE
WRIGHT, BETTE
WRONKOW, GEORGE
WYANT, DAL

— Z —

ZALEMEA, ALBERTO
ZANDER, BETTY
ZANOLLI, SANTOS
ZEGRI, ARMANDO
ZELINKA, SID
Jimmie Durante Show; Dinah Shore's Open House; Rudy Vallee.
ZEVI, BRUNO
ZIBELL, SERGE
ZIEMER, GREGOR
ZIMMI, MAURICE
ZIMMERSCHIED, BESS
ZOLLINGER, ELINOR

HARRY VON ZELL

Eddie Cantor

Dinah Shore

Announcers
—their work during 1944

— A —

ABERNATHY, WILLIAM
Blue
ABBOTT, BUD
WHAS, Louisville, Ky.
ACKERLEY, GENE
KID, Idaho Falls, Idaho
ACKLEY, J. HOWARD
WOWO, Fort Wayne, Ind.
ACKORS, GEORGE
WCOL, Columbus, O.
ADAIR, ROSNEY
KALE, Portland, Ore.
ADAMS, GARRET
WRJN, Racine, Wisc.
ADAMS, GLEN
WCAU, Philadelphia, Pa.
ADAMS, MILTON
WBTM, Danville, Va.
ADAMSON, NORAH
WBZA, Springfield, Mass.
AGEE, BILL
KUTA, Salt Lake City, Utah
AGOSTINO, JAMES
KJR, Seattle, Wash.
AITKENS, GAILES
WAYS, Charlotte, N. C.
AKER, RICHARD
WKMO, Kokomo, Ind.
ALBERTS, JIM
WTMV, East St. Louis, Ill.
ALBINGER, AL
WCOL, Columbus, O.
ALDERMAN, JAMES S.
WRR, Dallas, Texas
ALEXANDER, GRAHAM
KPHO, Phoenix, Ariz.
ALEXANDER, LES.
WIP, Philadelphia, Pa.
ALEY, JACK
WAIR, Winston-Salem, N. C.
ALFONSO, ANTONIO
WIAC, San Juan, Puerto Rico

ALLAN, FRANK
WHAS, Louisville, Ky.

ALLEN, CLAIR L.
WEBR, Buffalo, N. Y.
ALLEN, DICK
KTRB, Modesto, Calif.
ALLEN, ED
WMAQ, Chicago, Ill.
ALLEN, JEFF
WKRC, Cincinnati, O.
ALLEN, STEPHEN
KFAC, Los Angeles, Calif.
ALLEN, TOM
KFJZ, Ft. Worth, Texas
ALLEN, VIC
WAAT, Newark, N. J.
ALLISON, JOE
KMAC, San Antonio, Texas
ALSPAUGH, W. H.
WPTF, Raleigh, N. C.
ALWIN, FRANCES
KWAT, Watertown, S. D.
AMADON, ARTHUR
WBZ, Boston, Mass.
AMECHE, DON
NBC, Charlie McCarthy
ANDE, GEORGE
KOMA, Oklahoma City, Okla.
ANDERSON, C. R.
WILL, Urbana, Ill.

BILL GOODWIN

FRANK SINATRA PROGRAM

CBS WEDNESDAY EVENINGS

ANDERSON, CLYDE
WTCN, Minneapolis-St. Paul, Minn.
ANDERSON, FRANK
KLVX, Oakland, Calif.
ANDERSON, JOHN
KID, Idaho Falls, Idaho
ANDERSON, S. S.
WSAN, Allentown, Pa.
ANDERSON, SIDNEY
WOLF, Syracuse, N. Y.
ANDERSON, VINCENT
WKLA, Ludington, Mich.
ANDERSON, WAYNE J.
WJTN, Jamestown, N. Y.
ANDRE, PIERRE
WENR, Chicago, Ill.
ANDREWS, JOHN C.
KOCA, Kilgore, Texas
ANDRUS, BOBBY
KSAM, Huntsville, Texas
ANSBRO, GEORGE
Blue
ARANZAMENDI, FRANCISCO
WPAB, Ponce, Puerto Rico
ARBUCKLE, WILLIAM
WFMJ, Youngstown, O.
ARDREY, ROBERT
WKOK, Sunbury, Pa.
ARIM, THOMAS J.
WSTV, Steubenville, O.
ARLEN, JAY
WSAI, Cincinnati, O.
ARMSTRONG, BOB
WRRF, Washington, N. C.
ARMSTRONG, THOMAS
WGAR, Cleveland, O.
ARNETT, ROBERT
KMYR, Denver, Colo.
ARNOLD, ARLINE
WBOW, Terre Haute, Ind.
ARTAU, A. M.
WKAQ, San Juan, Puerto Rico
ARTHUR, JOHN
WLW, Cincinnati, O.
ARTHUR, JOHN E.
WNBF, Binghamton, N. Y.
ARTHURS, CHARLES
WBNS, Columbus, O.
ASHE, JERRY
KCID, Spencer, Iowa
ASHLEY, WILLIAM W.
WCAO, Baltimore, Md.
ATCHISON, CHARLES
WSGN, Birmingham, Ala.
ATHEARN, BOB
WHEB, Portsmouth, N. H.
AUER, STUART
WTAR, Norfolk, Va.
AUSMAN, BERT
WEAU, Eau Claire, Wisc.
AUSTAD, MARK
WWDC, Washington, D. C.
AUSTIN, FLETCHER
WDAN, Danville, Ill.
AUSTIN, BETTE
WBT, Charlotte, N. C.
AUSTIN, JERRY
WINS, New York, N. Y.

— B —

BABB, HUGH W.
WLAW, Lawrence, Mass.
BABCOCK, WILLIAM E.
KDKA, Pittsburgh, Pa.
BACHMAN, DON
WHKC, Columbus, O.
BACK, GUNNAR
WTOP, Washington, D. C.
BAILEY, E. N.
WTAG, Worcester, Mass.
NBC, Duffy's Tavern

BAILEY, JACK
CBS, Adventures of Ozzie & Harriet

BAILEY, MEL
KGW, Portland, Ore.
KEX, Portland, Ore.
BAKER, ART
NBC, A Song Is Born
BAKER, GENE
Blue, Lum 'n Abner
CBS, Story of Sandra Martin
BAKER, JANET
KALB, Alexandria, La.
BAKER, PAUL
WGRC, Louisville, Ky.
BAKER, RAYMOND W.
WITH, Baltimore, Md.
BALDWIN, GARLAND V.
WHIO, Dayton, O.
BALDWIN, MARVIN
KEX, Portland, Ore.
KGW, Portland, Ore.
BALES, ELMER
KAST, Astoria, Ore.
BALFE, KIERAN
WSTV, Steubenville, O.
BALL, EVERETT
WQXR, New York, N. Y.
BALL, GEORGE
WGBR, Goldsboro, N. C.

SIDNEY WALTON

WHN NEWS DIRECTOR

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NIGHTLY ANALYSIS SPONSORED
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10:45 P.M. (MONDAY THRU SATURDAY)

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MODERATOR—"Commentator's Round Table"

8:00 P.M., FRIDAY

"ORCHIDS FROM WINCHELL"

BALLARD, GEORGE
WAYS, Charlotte, N. C.
BALLARD, PAUL
WELO, Tupelo, Miss.
BAMBRICK, GORDON
KEX, Portland, Ore.
KGW, Portland, Ore.
BANGHART, KENNETH
WRC, Washington, D. C.
BANIAK, MICHAEL
WTRY, Troy, N. Y.
BANNON, ROBERT
WCOP, Boston, Mass.
BANTA, DEANE
KGO, San Francisco, Calif.
BANTON, BERNICE
WPIC, Sharon, Pa.
BARBER, BETTE
KTUL, Tulsa, Okla.
BARBER, GEORGE
WDEF, Chattanooga, Tenn.
BARBER, RICHARD
KID, Idaho Falls, Idaho
BARCLAY, GEORGE
KFI, Los Angeles, Calif.
BARLOW, CALVIN
KJR, Seattle, Wash.
BARLOW, JAY
WHLN, Harlan, Ky.
BARLOW, MICHAEL
WWSW, Pittsburgh, Pa.
BAROODY, FRANK
WFEA, Manchester, N. H.
BARRETT, BILL
KVOP, Plainview, Texas
BARRICK, ELDON
KTRB, Modesto, Calif.
BARRIE, GEORGE
WMCA, New York, N. Y.
BARRY, JIM
KFI, Los Angeles, Calif.
BARRY, LESTER
WBEN, Buffalo, N. Y.
BARTELL, PAUL
WIND, Chicago, Ill.
BARTH, BERNIE
WFIL, Philadelphia, Pa.
BARTLETT, G.
WTAG, Worcester, Mass.
BARTLETT, SID
KSLM, Salem, Ore.
BARTON, BILL
WMFR, High Point, N. C.
BARTON, HAL
WTAD, Quincy, Ill.
BARTZAK, JOE
WFHR, Wisconsin Rapids, Wisc.
BATCHELDER, JOHN
WRC, Washington, D. C.
BAUER, GEORGE
WMBD, Peoria, Ill.
BAULER, ARTHUR
WSPD, Toledo, O.
BAXTER, LIONEL
WAPI, Birmingham, Ala.
BAYERS, ED
WHDF, Calumet, Mich.
BAYLOUR, DONN
WASK, Lafayette, Ind.
BAYLY, TRAVERS
WHIO, Dayton, O.
BEACHAM, WALLACE
WAPI, Birmingham, Ala.
BEADLES, RAY
KRLD, Dallas, Texas
BEAL, KING
KXEL, Waterloo, Iowa
BEARDSLEY, LEONARD
KXA, Seattle, Wash.

BECKER, SANDY
CBS

BEDFORD, PAUL
WERC, Erie, Pa.
BEE, ALON W.
WJDX, Jackson, Miss.
BEEBE, TED
WKNE, Keene, N. H.
BEEBE, TOM
WMRN, Marion, N. Y.
BEECHER, FRANK
WLAP, Lexington, Ky.
BELL, AL
WHO, Des Moines, Iowa.
BELL, CHARLES
WABY, Albany, N. Y.
BELL, DICK
WLIB, New York, N. Y.
BELL, DON
WAKR, Akron, O.
BELL, GEORGE
WJZM, Clarksville, Tenn.
BELL, JACK
WTCN, Minneapolis, Minn.
BELL, KENNETH
WSAY, Rochester, N. Y.
BELL, TED
KRSC, Seattle, Wash.
BENCE, BOB
KFRC, San Francisco, Cal.
BENDER, ROBERT
WTAR, Norfolk, Va.

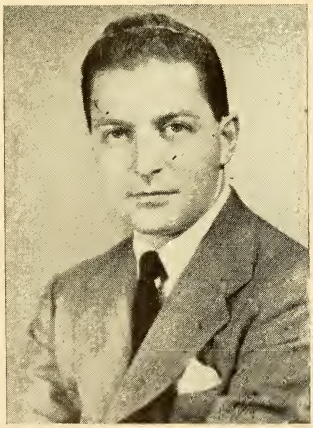
FRANK GALLOP

BEN GRAUER
NBC

BENNETT, BERTON
KGO, San Francisco, Cal.
BENNETT, JACK
KWK, St. Louis, Mo.
BENSON, DON
KLS, Oakland, Cal.
BENSON, NORMAN
WAAT, Newark, N. J.
BENSON, R.
WHLD, Niagara Falls, N. Y.
BENUM, ARNOLD K.
KMO, Tacoma, Wash.
BENUM, ROLAND
KORE, Eugene, Ore.
BENWARD, REX
WQXR, New York, N. Y.
BERG, HAROLD
WGBI, Scranton, Pa.
BERGERON, JOLLY
WSLB, Ogdensburg, N. Y.
BERNHEIM, MRS. LENORE
WMOB, Mobile, Ala.
BERTHELSON, HURLEY
KFXD, Nampa, Idaho.
BEST, MARVIN
KHJ, Hollywood, Cal.
BEST, VICTOR
WERC, Erie, Pa.
BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.
BETTIS, JAMES
KOL, Seattle, Wash.
BEVAN, TOMMIE
WEDF, Flint, Mich.
BEYDLER, JACK
KAVE, Carlsbad, N. M.
BEYER, RICHARD C.
WHTD, Hartford, Conn.

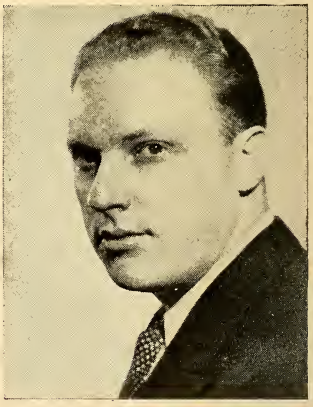
BIDDLE, RICHARD
WWVA, Wheeling, W. Va.
BIGHAM, ROBERT
WIP, Philadelphia, Pa.
BINDER, LARRY
KRBM, Bozeman, Mont.
BIRCH, JOCELYN
KVOX, Moorhead, Minn.
BISH, DON
KIDO, Boise, Idaho.
BISHOP, KENNETH
KGNC, Amarillo, Texas.
BLACK, ALLAN
WQXR, New York, N. Y.
BLACK, CHARLES
WSAI, Cincinnati, O.
BLACK, EARL
WMAN, Mansfield, O.
BLACK, HOWARD
WLS, Chicago, Ill.
BLACK, JOE
WHK, Cleveland, O.
BLACK, JOHN
KFMB, San Diego, Cal.
BLACK, LOU
KWTO, Springfield, Mo.
BLACK, STEVE
WHB, Kansas City, Mo.
BLACKBURN, ROBERT
KFAC, Los Angeles, Cal.
BLACKWOOD, DOYLE
WAPO, Chattanooga, Tenn.
BLAINE, JIM
WJPA, Washington, Pa.
BLAINE, LEE
WISR, Butler, Pa.
BLAKE, JOHN
WTMJ, Milwaukee, Wisc.

BLAKE, MILTON
KLX, Oakland, Cal.
BLAKELY, CLINT
WAPI, Birmingham, Ala.
BLOOM, LLOYD
KJR, Seattle, Wash.
BLUME, CARL
KMTR, Hollywood, Cal.
BOCHAN, PETER
WWSW, Pittsburgh, Pa.
BODWIN, HERBERT
WKAR, East Lansing, Mich.
BOHACK, BILL
WPAT, Paterson, N. J.
BOLAND, NORMAN
WFBG, Altoona, Pa.
BOLTON, PAUL
KTBC, Austin, Texas.
BOND, BILL
WHAS, Louisville, Ky.
BOND, LYLE
KFI, Los Angeles, Cal.
BONHAM, DONALD
KWNO, Winona, Minn.
BOREN, CHARLIE
WELO, Tupelo, Miss.
BOSMAN, JOHN
WPTF, Raleigh, N. C.
BOSWELL, JR., MIMS
WCBI, Columbus, Miss.
BOSWELL, JIM
KROW, Oakland, Cal.
BOSWORTH, BOB
WDOD, Chattanooga, Tenn.
BOUCHIER, ROBERT
WLOL, Minneapolis, Minn.
BOVIN, JAY
WCSH, Portland, Me.



BOB SHEPARD

MCA ARTISTS, LTD.



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BOWE, GEORGE
WMCA, New York, N. Y.
BOWER, RICHARD
WRAK, Williamsport, Pa.
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KXA, Seattle, Wash.
BOYCE, JERRY
WSLB, Ogdensburg, N. Y.
BOYD, JACK
WMFR, High Point, N. C.
BOYD, JIM
KWBU, Corpus Christi, Texas.
BOYD, RONALD
WOWO, Fort Wayne, Ind.
BOYD, RONALD
WBTA, Batavia, N. Y.
BOYDEN, MARK
WSBT, South Bend, Ind.
BOYER, JOHN F.
KDKA, Pittsburgh, Pa.
BOZEMAN, JERRY
KRMD, Shreveport, La.
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WLW, Cincinnati, O.
BRADLEY, RULON
KIDO, Boise, Idaho.
BRADLEY, TRUMAN
CBS, Los Angeles, Cal.
BRAGG, G. W.
WSOC, Charlotte, N. C.
BRAGG, NELSON
WBZ, Boston, Mass.

BRANDT, SAM
KNX-CBS, We Deliver the Goods.

BRANSON, TOD
WPEN, Philadelphia, Pa.
BRANT, BILL
WWSW, Pittsburgh, Pa.
BRAXTON, JACK
WMBG, Richmond, Va.
BREAKS, ALVIN
WKY, Oklahoma City, Okla.
BRENEMAN, TOM
Blue, Breakfast in Hollywood. Tom Breneman Highlights.
BRENGEL, BILL
WWL, New Orleans, La.
BRENNER, PAUL
WAAT, Newark, N. J.
BRENNER, ROBERT
WCOP, Boston, Mass.
BRENTSON, PAUL
WBBM, Chicago, Ill.
BREVIK, ERNIE
WDAY, Fargo, N. D.
BREWER, HARRISON
KDFN, Caspar, Wyo.
BRIGGS, MILTON
WHBF, Rock Island, Ill.
BRIGHT, CHARLES
WWDC, Washington, D. C.
BRIMELOW, WILLIAM
WTRC, Elkhart, Ind.
BRINK, TED
WKAR, East Lansing, Mich.
BRINKLEY, JACK
WLS, Chicago, Ill.
BRISBANE, YVONNE
WCBI, Columbus, Miss.
BRITT, JUANITA
WLBJ, Bowling Green, Ky.
BRITTON, C. M.
KHQ-KGA, Spokane, Wash.

BRITTON, EARL A.
KOAC, Corvallis, Ore.
BROACH, JAMES
KELD, El Dorado, Ark.
BROKAW, FORREST
KGFF, Shawnee, Okla.
BROOK, BILL
WEMP, Milwaukee, Wisc.
BROOK, PHILIP S.
WTAG, Worcester, Mass.
BROOKS, GEORGE
KOVC, Valley City, N. D.
BROOKS, MICHAEL
WBIG, Greensboro, N. C.
BROOKS, ROBERT
WICA, Ashtabula, O.
BROOKS, TED
WSAP, Portsmouth, Va.
BROTT, LOU
WOL, Washington, D. C.
BROWN, AL
KMJ, Fresno, Cal.
BROWN, ART
WOL, Washington, D. C.
BROWN, DONALD E.
WHO, Des Moines, Iowa.
BROWN, GERALD
WGRC, Louisville, Ky.
BROWN, HOWARD
WFIL, Philadelphia, Pa.
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WIBC, Indianapolis, Ind.
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WNAD, Norman, Okla.
BROWN, WILLIAM
WLW, Cincinnati, O.
BROWN, WILLIAM
WERC, Erie, Pa.

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Wm. Morris Agency

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(Campbell's Soups)

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BROWNING, DOUG
Blue.
BROWNING, JOHN G.
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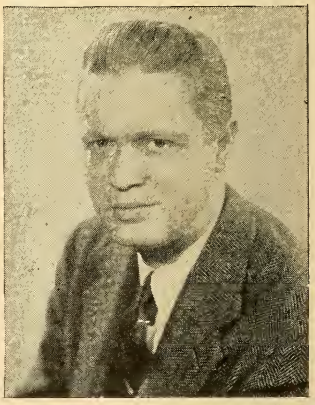

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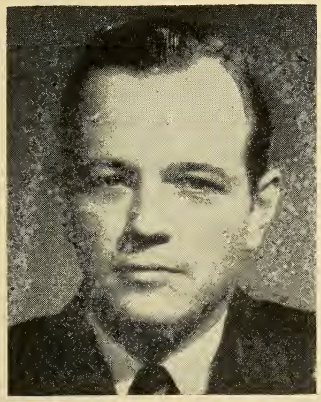

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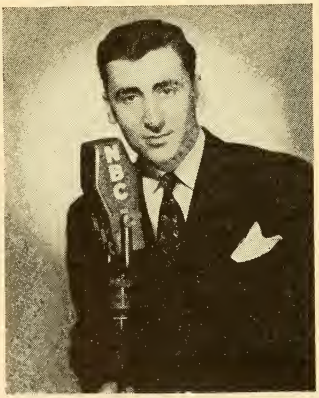

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FENNEMAN, GEORGE
KGO, San Francisco, Cal.
FENTER, JOE
KASA, Elk City, Okla.
FERGUSON, FRANKLYN
WBBM, Chicago, Ill.
FIELD, BILL
KBWD, Brownwood, Texas
FIELD, DAVE
KWJB, Globe, Ariz.
FINDLAY, DAVE
WDBJ, Roanoke, Va.
FINLEY, KENNETH
KFPY, Spokane, Wash.
FINN, MIKE
WISH, Indianapolis, Ind.
FINNEY, ALICE
WBIR, Knoxville, Tenn.
FINNING, FRANK
WMUR, Manchester, N. H.
FLEISCHMAN, BERT
WFNC, Fayetteville, N. C.
FLEMING, CARLTON
WMVA, Martinsville, Va.
FLEMING, JACKSON
KXA, Seattle, Wash.
FLENNIKEN, JAMES
WKBN, Youngstown, O.
FLOOD, JOHN
WLAY, Muscle Shoals City, Ala.
FLOYD, JOHN
WMVA, Martinsville, Va.
FLYNN, ARTHUR
WLAW, Lawrence, Mass.
FLYNN, ROY
WAPI, Birmingham, Ala.
FLYNNE, EDWARD F.
WSNY, Schenectady, N. Y.
FOLSOM, JERRY
KADA, Ada, Okla.
FORD, HAMILTON
WNAD, Norman, Okla.
FORSTON, VERNA RUTH
KGFF, Shawnee, Okla.
FORSYTH, JAMES
WDSU, New Orleans, La.
FORSYTHE, LARRY
KOIL, Omaha, Neb.
FOSTER, O. A.
KFYO, Lubbock, Texas
FOSTER, ORLAND,
KFYO, Lubbock, Texas
FOSTER, JACK
WCKY, Cincinnati, O.
FOSTER, JACK
WHBL, Sheboygan, Wisc.
FOSTER, JIM,
KTBI, Tacoma, Wash.
FOUNTAIN, ANN
KOME, Tulsa, Okla.
FOX, AL
KOME, Tulsa, Okla.
FOX, ALDEN J.
WHLD, Niagara Falls, N. Y.
FOX, CARLEY
KMLB, Monroe, La.
FOX, DICK
KWG, Stockton, Cal.
FOX, ROBERT
WLBJ, Bowling Green, Ky.
FRANK, DON
WPEN, Philadelphia, Pa.
FRANK, HARRY
WHAI, Greenfield, Mass.
FRANK, H. J.
WSLB, Ogdensburg, N. Y.
FRANK, PAUL
WHKC, Columbus, O.
FRANKLYN, ROY
WCFL, Chicago, Ill.
FRAZER, KIP
WTCM, Traverse City, Mich.
FRAZIER, ROBERT
WMMN, Fairmont, W. Va.
FREDERICK, CAL
KFWB, Los Angeles, Cal.
FEDERICK, DON
WOR-MBS, New York, N. Y.
FREDERICKS, HAL
WFMJ, Youngstown, O.
FREED, ALAN
WKST, New Castle, Pa.
FREED, BOB
KHJ, Hollywood, Cal.
FREED, CHARLES S.
WQXR, New York, N. Y.
FREEMAN, BILL
WOOD, Grand Rapids, Mich.
FREEMAN, CARROLL
WKY, Oklahoma City, Okla.
FREEMAN, CLAUDE
WWNC, Asheville, N. C.
FRENCH, CHARLES R.
WBTH, Williamson, W. Va.
FRENCH, GRAHAM K.
KTUC, Tucson, Ariz.

BARRY GRAY
ANNOUNCER - PRODUCER
MOONLIGHT SAVING TIME
WOR-MUTUAL

Your BLUE-EYED BOY
RUGGED
MICHAEL ROY
Protecting Arm and Guiding Light
of the Working Girl

FRENCH, JOHN
WITH, Baltimore, Md.
FRENCH, JUDY
KTSW, Emporia, Kans.
FRENCY, PETE
WHAS, Louisville, Ky.
FREY, HARRY
WBOW, Terre Haute, Ind.
FRIEDAY, D. D.
KWON, Bartlesville, Okla.
FRIGLEY, JOE
WJR, Detroit, Mich.
FROST, LARRY
KVOD, Denver, Colo.
FROST, WILLIAM
KRSO, Santa Rosa, Cal.
FULTON, DAVID
WCHS, Charleston, W. Va.
FUNK, JOHN
KFPY, Spokane, Wash.
FURNACE, RANDALL
WTAX, Springfield, Ill.

— G —

GALBREATH, DOROTHY
WSAM, Saginaw, Mich.
GALLAGHER, ROGER
WFBR, Baltimore, Md.
GALLMAN, ROLAND, C.
WCAO, Baltimore, Md.

GALLUP, FRANK

NBC-CBS, Cresta Blanca Carnival.

GANN, JOHN
KVRS, Rock Springs, Wyo.
GANN, JOHN H.
KVRS, Rock Springs, Wyo.
GANNON, JOE
WSAI, Cincinnati, O.
GOENZLE, WALTER C.
KROD, El Paso, Tex.
GAINES, JERRY
WFMD, Frederick, Md.
GAINEY, JAKE
WBTM, Danville, Va.
GARDINER, DON
WKBN, Youngstown, O.
GARDNER, FRED
WJAR, Providence, R. I.
GARDNER, WARD
WHYN, Holyoke, Mass.
GARNER, THOMAS
WGH, Newport News, Va.
GARRETT, JAMES
WDRC, Hartford, Conn.
GARRETT, STEPHEN
WINS, New York, N. Y.
GARRISON, JOHN
WBHP, Huntsville, Ala.

GARY, ARTHUR

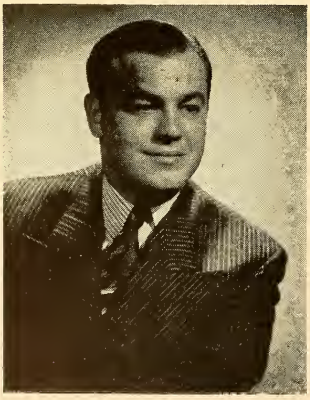
WEAF.

GATES, OPIE
BLUE
GAUSSOIN, EDMUND A.
KFUN, Las Vegas, New Mexico
GAVIN, EDDIE
KIUL, Garden City, Kansas
GAYLORD, JIM
WSAI, Cincinnati, O.

GEARY, WILLIAM
WBRK, Pittsfield, Mass.
GEHRETT, HARRY
KGFW, Kearney, Neb.
GIBSON, DENNIS
WEAU, Eau Claire, Wisc.
GIELOW, VERNE
KROS, Clinton, Iowa.
GIFFORD, R.
WHLD, Niagara Falls, N. Y.
GIFFORD, SAM
WWNC, Asheville, N. C.
GILL, ALBERT
WHBC, Canton, O.
GILLETTE, LOU
KOIN, Portland, Ore.
GILMER, TOM
WCHV, Charlottesville, Va.
GIROUX, ROBERT
KYCA, Prescott, Ariz.
GIVEN, KEN D.
WLBJ, Bowling Green, Ky.
GLENN, CARL
KOTA, Rapid City, S. D.
GLOYSTEN, GEORGE
KFXM, San Bernardino, Cal.
GLYER, DICK
KSFO, San Francisco, Cal.
GODWIN, AL
WHN, New York, N. Y.
GOERNER, ROBERT
KQW, San Jose, Cal.

GOODWIN, BILL

CBS.



PERRY WARD

FOR QUALITY AP !

GOODWIN, LEON
KVOO, Tulsa, Okla.
GORDON, HOWARD
KSRO, Santa Rosa, Cal.
GORDON, JAMES
WNLC, New London, Conn.
GORDON, KEN
WMBG, Richmond, Va.
GORDON, LEE
WTAM, Cleveland, O.
GOSS, EUGENE
KLRA, Little Rock, Ark.
GOSSMAN, GEORGE
WINN, Louisville, Ky.
GOULDING, PHIL
WHN, New York, N. Y.
GOURLAY, DOUG
NBC.
GRADY, CHARLES
WLOK, Lima, O.
GRAHAM, BRYCE
WLAY, Muscle Shoals City, Ala.

GRAHAM, FRANK
CBS.—NBC.

GRAHAM, MALCOLM
WMFF, Plattsburg, N. Y.
GRAHAM, RONALD
WENT, Gloversville, N. Y.
GRANBY, SUMNER
KQV, Pitts., Pa.
GRANT, HAL
WGNR, Goldsboro, N. C.
GRANT, HARVEY
WGAN, Portland, Ore.

GRAUER, BEN
Walter Winchell show; NBC.

GRAVES, CONNIE
WDEV, Waterbury, Vt.
GRAVES, GENE
WIBG, Phila., Pa.

GRAY, BARRY
WOR, New York, N. Y.

GRAY, GARY
WCAX, Burlington, Vt.
GRAY, HOWARD
KFVD, Los Angeles, Cal.
GRAY, STUART
WOL, Washington, D. C.
GREBE, H. FREDERICK
WHAI, Grenfield, Mass.

GREEN, ART
WINS, WBYN.

GREEN, BOB
KTYW, Yakima, Wash.
GREEN, DON
KEX-KGW, Portland, Ore.
GREEN, JOANNA
WWVA, Wheeling, W. Va.
GREEN, ROBERT
KGO, San Francisco, Cal.
GREENHOOD, CHARLES
WNOX, Knoxville, Tenn.
GREEP, MALCOLM
WOMI, Owensboro, Ky.
GREW, DAVID
KHG-KGA, Spokane, Wash.
GRIBBEN, PAUL
KTAR, Phoenix, Ariz.
GRIFFIN, ALEXANDER
WIP, Phila., Pa.
GRIFFIN, BETTY CUSHING
WIBX, Utica, N. Y.
GRIFFIN, BOBBY
WHO, Des Moines, Iowa
GRIFFIN, DAN
WGTM, Wilson, N. C.
GRIFFIN, EUGENE F.
WWSR, St. Albans, Vt.
GRIFFIN, JOHN A.
KABR, Aberdeen, S. D.
GRIFFIN, JOHN A.
WENR, Chicago, Ill.
GRIFFITH, BILL
KCKN, Kansas City, Mo.
GRISWOLD, JOHN
KTYW, Yakima, Wash.
GRIZZARD, HERMAN
WLAC, Nashville, Tenn.
GROBE, ALBERT
WQXR, New York, N. Y.
GROSS, GEORGE
WIBU, Poynette, Wisc.
GROSS, ROBERT
WFIL, Phila., Pa.
GRUHN, RUDI
WOKO, Albany, N. Y.
GUEST, GORDON
KVOL, Lafayette, La.
GUNN, GEORGE
BLUE
GUNNING, WM.
KOL, Seattle, Wash.
GUYER, ANTON
KTH, Twin Falls, Idaho.
GYNAN, EARL
WLAW, Lawrence, Mass.

— H —

HAAS, B.
WADC, Akron, O.
HAASER, CHARLES
WDRC, Hartford, Conn.
HABER, LOUIS
KFEL, Denver, Colo.
HADLOCK, JAMES
KGER, Long Beach, Cal.
HAGEMEN, H.
WADC, Akron, O.
HAGUE, EARL
WHN, New York, N. Y.
HALE, CECIL
WSAI, Cincinnati, O.
HALE, DAVID C.
WRRN, Warren, O.
HALEY, HERB
KGO, San Francisco, Cal.
HALEY, TOM
WTAM, Cleveland, O.
HALL, DAVID
KFVD, Los Angeles, Cal.
HALL, FRED
WDSU, New Orleans, La.
HALL, LA FAWN
KRBC, Abilene, Texas.
HALL, HARRY
KFWB, Los Angeles, Cal.
HALL, HEDLEY
KMYC, Marysville, Cal.
HALLE, DEXTER
WBNX, Bronx, N. Y.

HAMILTON, GENE
BLUE

HAMILTON, WARD
WATN, Watertown, N. Y.
HAMPTON, RAWLS
WFAS, White Plains, N. Y.
HANDRICH, FRED
WNYC, New York, N. Y.
HANES, BOB
WGY, Schenectady, N. Y.
HANKINSON, J. T.
WMRO, Aurora, Ill.
HANKINS, JACK
KXOK, St. Louis, Mo.
HANNA, BOYCE
WGNC, Gastonia, N. C.
HANNA, TED
WADC, Akron, O.
HANNAH, JAMES R.
WFIG, Sumter, S. C.
HANSEN, ERLING
KCID, Spencer, Iowa.
HANSEN, ROY
WTIC, Hartford, Conn.
HANSEN, VERN
WTOP, Washington, D. C.
HARBER, HARRY
KNOW, Austin, Texas.
HARDING, DON
WHOT, South Bend, Ind.
HARDING, GEORGE
WMRC, Greenville, S. C.
HARDY, RAY
KFI, Los Angeles, Cal.
HARGROVE, ED
KMTR, Hollywood, Cal.
HARLAND, CLEM
KJEF, Grand Rapids, Mich.
HARMS, FRANK
WTAD, Quincy, Ill.
HARPER, FRED
WSAI, Cincinnati, O.
HARPER, HUGH
WSAM, Saginaw, Mich.
HARPER, HUGH
WCAX, Burlington, Vt.
HARREL, DICK
WGH, Newport News, Vt.
HARRINGTON, JOHN
WBBM, Chicago, Ill.
HARRINGTON, NORMAN B.
KGLU, Safford, Ariz.
HARRIS, BOB
WMCA, New York, N. Y.
HARRIS, BRAD
KVEC, San Luis Obispo, Cal.
HARRIS, DEAN
WHAM, Rochester, N. Y.
HARRIS, ROBERT W.
KOL, Seattle, Wash.
HARRIS, WALTER
WSIS, Roanoke, Va.
HARRIS, WILLIAM
KFPY, Spokane, Wash.
HARRISON, BRAD
WIL, St. Louis, Mo.
HARRISON, HAROLD
WMFR, High Point, N. C.
HARTMAN, ERNIE
WSRR, Stamford, Conn.
HARTON, EMILY GENE
WBTH, Williamson, W. Va.
HARTRICK, GEORGE A.
WCOP, Boston, Mass.
HARVEY, HERB
WABY, Albany, N. Y.
HARVEY, WILLIAM
WBRY, Waterbury, Conn.
HAYDEN, LEWIS
KSFO, San Francisco, Calif.
HAYES, GEORGE
BLUE
HAYWARD, BRUCE
KWK, St. Louis, Mo.
HAYWARD, GEORGE
WHYN, Holyoke, Mass.

HAYWARD, MICHAEL
WNYC, New York, N. Y.
HAYWORTH, HERB
WOWO, Fort Wayne, Ind.
HEALEY, DANIEL
WBRK, Pittsfield, Mass.
HEALEY, JOE
WELI, New Haven, Conn.
HEATON, ADRIAN
WMBI, Chicago, Ill.
HEDDEN, CARYL
WBTA, Batavia, N. Y.
HEDGEPATH, WILLIAM
WDNC, Durham, N. C.
HEDGEPETH, WILLIAM
WIS, Columbia, S. C.
HEGARD, KEN
KDYL, Salt Lake City, Utah
HEIMRICH, GEORGE
KFXM, San Bernardino, Calif.
HEISS, ROBERT J.
WTMJ, Milwaukee, Wisc.
HEITIN, JAY
WHYN, Holyoke, Mass.
HELBESEN, RAY
KTUC, Tucson, Ariz.
HELLING, JACK
KLPM, Minot, N. D.
HEMINGWAY, FRANK E.
BLUE
HEMMETER, KENNETH
WSAM, Saginaw, Mich.
HENDERSON, BROOKS
KSTP, St. Paul, Minn.
HENDERSON, MAX
WTCN, Minneapolis, Minn.
HENDERSON, SAMUEL G., JR.
WGAN, Portland, Maine
HENDRIX, CLIFF
KBUR, Burlington, Iowa
HENRICH, WALTER
WGAR, Cleveland, O.
HENRY, BOB
WSRR, Stamford, Conn.
HENRY, CARL
WFCI, Pawtucket, R. I.
HENRY, DICK
WOOD, Grand Rapids, Mich.
HENSON, PAUL
WMOH, Hamilton, O.
HERBERT, RALPH
KIDO, Boise, Idaho
HERLIHY, WALTER
BLUE
HERMANT, MARILYN
WSNY, Schenectady, N. Y.
HERNDON, GENE
KQW, San Jose, Calif.
HERZOG, ROSE
KFEQ, St. Joseph, Mo.
HESS, EUGENE
KIT, Yakima, Wash.
HIGGINBOTHAM, WESLEY
KWFC, Hot Springs, Ark.
HILL, EDWARD
WBNX, Bronx, N. Y.
HILL, MARY JO
WHIS, Bluefield, W. Va.
HILL, ROBERT D.
KFAB, Lincoln, Neb.
HINER, VERNON
KMYR, Denver 2, Colo.
HINES, JAMES
WFCI, Pawtucket, R. I.
HINKLE, EDWIN
WWJ, Detroit, Mich.
HINKLEY, HARRY, JR.
WHP, Harisburg, Pa.
HITES, WARREN
WIS, Columbia, S. C.
HODGE, FREDERICK W.
WENY, Elmira, N. Y.
HOENES, GENE
KHMO, Hannibal, Mo.
HOLADAY, ALLAN
WILL, Urbana, Ill.
HOLBROOK, TOM
WWL, New Orleans, La.
HOLDEN, JACK
WLS, Chicago, Ill.
HOLDERBY, BOB
DOCY, Oklahoma City, Okla.
HOLIDAY, STANLEY
WDSU, New Orleans, La.
HOLLAND, BILL
KWAT, Watertown, S. D.
HOLLEY, WAKEFIELD
WKY, Oklahoma City, Okla.
HOLLIS, STEVE
WHOM, Jersey City, N. J.
HOLMES, R. D.
KAST, Astoria, Ore.
HOLMES, WALTER
WBNX, Bronx, N. Y.
HOLT, DARRELL
KMLB, Monroe, La.
HOLTMAN, JOHN
WMAQ, Chicago, Ill.
HOLTZ, THOMSON
WOW, Omaha, Neb.
HOOVER, DON
WJMS, Ironood, Mich.
HORN, ROBERT
WIP, Philadelphia, Pa.
HOWARD, BESSE
WCAU, Philadelphia, Pa.
HUBER, RUSS
WKBH, La Crosse, Wisc.
HUNNICUTT, MIKE
WWDC, Washington, D. C.
HUNT, MEL
KFI, Los Angeles, Calif.
HUNTER, HARRY C.
WSAN, Allentown, Pa.
HUNTER, IRVING
WLBZ, Bangor, Me.
HURST, WILSON
KLRA, Little Rock, Ark.
HURT, ZACK
KFJZ, Ft. Worth, Texas
HUSER, BILL
WGBG, Greensboro, N. C.
HUTCHINSON, GEORGE
WSAZ, Huntington, W. Va.
HYLAND, DANIEL, JR.
WAAB, Worcester, Mass.

— I —

IRISH, JACK
WOR-MBS, New York, N. Y.
ISAAC, ROSE
WJMS, Ironwood, Mich.

— J —

JACKSON, BUD
KVOO, Tulsa, Okla.
JACKSON, CARROLL
WROX, Clarksdale, Miss.
JACKSON, JOE
WPIC, Sharon, Pa.
JACKSON, SANDY
KBON, Omaha, Neb.
JACQUES, DOROTHY
KFRU, Columbia, Mo.
JAEGER, JOHN
WNEW, New York, N. Y.
JAMES, FRANK
WSYR, Syracuse, N. Y.
JAMES, HUGH
Lowell Thomas Program, Voice of Firestone.
JAMES, KEN
KMMJ, Grand Island, Neb.
JAMES, LEE
WMCA, New York, N. Y.
JAMES, MARJORIE
WNAD, Norman, Okla.
JANKUS, BROOKS
WGBI, Scranton, Pa.
JAYNES, BRYSON
KFIO, Spokane, Wash.
JEFFERAY, BILL
WTOP, Washington, D. C.
JENKINS, BILL
WTOP, Washington, D. C.
JENKINS, BYRON
WFBC, Greenville, S. C.
JENNINGS, DOROTHY
WDBJ, Roanoke, Va.
JENSEN, T. J.
KBUR, Burlington, Iowa
JENSON, LEIF
WELI, New Haven, Conn.
JEROME, MEL
WJLB, Detroit, Mich.
JOE, ELLIS
WJPF, Herrin, Ill.
JOHANSEN, EARL
KROS, Clinton, Iowa
JOHNS, DICK
WOC, Davenport, Iowa
JOHNSON, IRWIN
WBNS, Columbus, O.
JOHNSON, JIM
KNOW, Austin, Texas
JOHNSON, PHILIP N.
WHEB, Portsmouth, N. H.
JOHNSON, ROBERT
WNOX, Knoxville, Tenn.
JOHNSON, WILLIAM
WTAR, Norfolk, Va.
JOHNSON, WILLIAM A.
WJMS, Ironwood, Mich.
JONES, ELLIOTT
WPIC, Sharon, Pa.
JONES, HOWARD
WIP, Philadelphia, Pa.
JONES, LEE
KLZ, Denver, Colo.
JONES, ROBERT L.
WSPR, Springfield, Mass.
JONES, WES
KTBS, Shreveport, La.
JORDAN, FRANK
WOLF, Syracuse, N. Y.
JORDAN, MURRAY
WLIB, New York, N. Y.
JOSEPH, MILDRED
WELI, New Haven, Conn.
JOURNEY, WARREN
WFEA, Manchester, N. H.

JOY, DICK

Blue, Horace Heidt; NBC, Those We Love, The Saint, and Telephone Hour.

JOYNER, HENRY
WNBF, Binghamton, N. Y.
JOYCE, JOHN
WBRK, Pittsfield, Mass.
JUSTUS, O. W.
WOMI, Owensboro, Ky.

— K —

KAARI, EUGENE
WSOO, Sault Ste. Marie, Mich.

KADELL, CARLTON

CBS, Jack Carson Show.

KAMINS, ROBERT
WKAR, East Lansing, Mich.
KANE, A.
WTAG, Worcester, Mass.
KANE, E. P.
KUIN, Grants Pass, Ore.
KANE, MICHAEL
WKOK, Sunbury, Pa.

KANE, TOM
WLOL, Minneapolis-St. Paul, Minn.
KANELLOS, CHRIS.
WEDC, Chicago, Ill.
KASSER, F. EDMUND
WENR, Chicago, Ill.
KAY, BARON
KFMB, San Diego, Calif.
KEANE, EDWARD
WHDH, Boston, Mass.
KEARNEY, GERALD
WFEA, Manchester, N. H.
KEARNS, BOB
WIBW, Topeka, Kans.

KEARNS, JOSEPH

KHJ, Tapestries of Life.

KEATH, ED
WIL, St. Louis, Mo.

KEATING, LARRY

Blue, Murder Will Out; NBC, Gilmore Furlough Fun, Fleetwood Fun, A Layman's Views of News.

KEECH, KELVIN
Blue
KEEL, NINA JO
WELO, Tupelo, Miss.
KEEP, BYRON
KEX, Portland, Ore.
KEITH, LARRY
WSGN, Birmingham, Ala.
KELLER, ERNEST
WSM, Nashville, Tenn.
KELLEY, ROBERT
WGAR, Cleveland, O.
KELFORD, TREVOR
KXEL, Waterloo, Iowa
KELLY, CHARLES
WBYN, Brooklyn, N. Y.
KELLY, LEON
WRAK, Williamsport, Pa.
KELLY, PATRICK J.
WEAF, New York, N. Y.
KELLY, WARREN
WBEN, Buffalo, N. Y.
KELSEY, NORMAN
WCHV, Charlottesville, Va.
KEMP, ED
WJR, Detroit, Mich.
KEMP, WILLIAM
WSAZ, Huntington, W. Va.
KENDRICK, JIM
KMA, Shenandoah, Iowa
KENNEDY, JOHN
WELL, Battle Creek, Mich.
KENLO, JOHNNY
KALB, Alexandria, La.
KEPHART, WILLIAM
WMAQ, Chicago, Ill.
KERWOOD, ORIE
KMMJ, Grand Island, Neb.
KESSENICH, JACK
WOSH, Oshkosh, Wisc.
KEYES, ALAN
KGO, San Francisco, Calif.
KEYES, HUGH
KSUN, Lowell, Ala.
KEYES, HUGH
KSUN, Birbee, Ariz.
KIENZLE, JR., G.
WHP, Harrisburg, Pa.
KILBOURNE, DAVE W.
KWLM, Wilmar, Minn.
KILGORE, SHIRLEY
WDSU, New Orleans, La.
KILPATRICK, JOHN
WNAD, Norman, Okla.
KILPATRICK, REID
KMTR, Los Angeles, Calif.
KIMBLE, EMERSON
WTAM, Cleveland, O.
KIMBALL, MERLE
KVI, Tacoma, Wash.
KIMBROW, ALVIN
WCBI, Columbus, Miss.
KING, BOB
WSOY, Decatur, Ill.
KING, JIM
WPAR, Parkersburg, W. Va.
KING, JOE
KMJ, Fresno, Calif.
KING, LAWRENCE L.
KUIN, Grants Pass, Ore.
KING, NELSON
WKRC, Cincinnati, O.
KING, VERN
WIL, St. Louis, Mo.
KING, WALLIE
KSFO, San Francisco, Calif.
KING, WALLY
WOLS, Florence, S. C.
KIRBY, GENE
Blue
KIRBY, GORDON
WLAV, Grand Rapids, Mich.
KIRBY, KLEVE
WMAQ, Chicago, Ill.
KIRBY, LEE
WBT, Charlotte, N. C.
KIRCHOFF, ROBERT
KGKL, San Angelo, Texas
KIRKPATRICK, BOB
KFXD, Nampa, Idaho
KIRKWOOD, JOHN
KXOK, St. Louis, Mo.
KIRLEY, JOHN
WIBX, Utica, N. Y.
KISTER, GEORGE C.
KMMJ, Grand Island, Neb.
KISTLER, GLEASON
KCRC, Enid, Okla.
KLAUVUN, WALTER
WICC, Bridgeport, Conn.
KLISE, ROD
WIND, Chicago, Ill.
KLOSKY, JAMES A.
WMRC, Greenville, S. C.
KNIGHT, FRANK
WOR-MBS, New York, N. Y.
KNIGHT, FRED
WIBG, Philadelphia, Pa.
KNIGHT, JOE PAT
WPAD, Paducah, Ky.
KNIGHT, KIRK
WEXL, Royal Oak, Mich.
KNITEL, MAX
WCAP, Asbury, Park, N. J.
KNOERNSCHILD, REV. ELMER
KFUO, St. Louis, Mo.
KNOPP, H. C.
KGCX, Sidney, Mont.
KNOTT, JACK
WHO, Des Moines, Iowa
KNOX, BOB
WIBG, Philadelphia, Pa.
KNUTSON, DON
KCID, Spencer, Iowa
KNUTSON, HAROLD
WCAT, Rapid City, S. D.
KOBERNAT, RALPH
WSAM, Saginaw, Mich.
KOENIG, VERNE
KFJB, Marshalltown, Iowa
KOESTER, TONY
KFBK, Sacramento, Calif.
KOHN, ALVIN
WMBD, Peoria, Ill.
KOLBY, CAL
WBRY, Waterbury, Conn.
KOONS, BOB
KTBI, Tacoma, Wash.
KRAEFT, NORMAN
WENR, Chicago, Ill.
KRAG, NICK
WHBC, Canton, O.
KRAUSE, ARTHUR
WKMO, Kokomo, Ind.
KREIGHOFF, ROBERT
WTOL, Toledo, O.
KRENN, OTTO
WCAE, Pittsburgh, Pa.
KRIEGEL, GIL
WNYC, New York, N. Y.
KROUGH, WILLIAM A.
WJLS, Beckley, W. Va.
KRUPP, ROGER
Blue

— L —

LACY, JACK
KOKO, La Junta, Colo.
LADD, DAVID
WPAY, Portsmouth, O.
LAFFEY, FRED P.
WLAW, Lawrence, Mass.
LAFRANO, TONY
KHJ, Hollywood, Calif.
LAKE, ARTHUR
WJAR, Providence, R. I.
LA MAR, LEWIS
WLS, Chicago, Ill.
LAMB, BRITT
WLAY, Muscle Shoals City, Ala.
LANCE, RICHARD L.
WCOP, Boston, Mass.
LANDFEAR, DEAN
WMT, Cedar Rapids, Waterloo, Iowa
LANE, DICK
WHJB, Greensburg, Pa.
LANE, VANCE
KGER, Long Beach, Calif.
LANG, DAVID
WKAR, East Lansing, Mich.

LANG, WILLIAM

LANGFITT, HOWARD
KWKH, Shreveport, La.
LANSING-JONES, ANNETTE
WDRC, Hartford, Conn.
LANTRY, C. C.
KGA, Spokane, Wash.
LARACEY, JAMES
WBCM, Bay City, Mich.
LA RIVIERE, PAUL
KLX, Oakland, Calif.
LARKIN, KEITH
KWRC, Pendleton, Ore.
LARSEN, CLIFF
WLVA, Lynchburg, Va.
LASHBROOK, BOB
WHOT, South Bend, Ind.
LAUB, DARYL
WLOL, Minneapolis-St. Paul, Minn.
LAUBE, RAY
WIGM, Medford, Wisc.
LAUDRY, JAMES
WDSU, New Orleans, La.
LAUNE, ED
KODY, North Platte, Neb.
LAURIE, BILL
KNET, Palestine, Tex.
LA VIGNE, RICHARD
WHYN, Holyoke, Mass.
LAWRENCE, JERRY
KNX-CBS, Los Angeles, Calif.
LAWRENCE, KEN
WTOL, Toledo, O.
LAWRENCE, TEDD
WBYN, Brooklyn, N. Y.
LAWSON, JERROLD
WJTN, Jamestown, N. Y.

LAYTON, CHARLES
WLW, Cincinnati, O.
LEAFER, WOODROW
WQXR, New York, N. Y.
LEE, MARY JOHN
WHUB, Cookeville, Tenn.
LEE, TED
WISH, Indianapolis, Ind.
LEEMANS, STEPHEN
WEAN, Providence, R. I.
LEGER, RUSSELL M.
KFAB, Lincoln, Neb.
LEGGETT, JOANNE
WICA, Ashtabula, O.
LENE, WILLARD
WLW, Cincinnati, O.
LENHART, GARRETT
WHO, Des Moines, Iowa
LEONARD, BOB
KXOK, St. Louis, Mo.
LEONARD, HOWARD
WRRN, Warren, O.
LEONARD, LEE
WFMJ, Youngstown, O.
LESLIE, CHARLES
WENR, Chicago, Ill.
LESTER, BILL
KOY, Phoenix, Ariz.
LEVERTON, BUCK
WFHR, Wisconsin Rapids, Wisc.
LEVEY, MARVIN
WFDF, Flint, Mich.
LEVINE, LEO
KOL, Seattle, Wash.
LEWIS, BOB
WCAE, Pittsburgh, Pa.
LEWIS, DON
WWL, New Orleans, La.
LEWIS, HENRY
KOAM, Pittsburg, Kans.
LEWIS, WALTER
WTNJ, Trenton, N. J.
LINCOVE, DAN
KRMD, Shreveport, La.
LINDSAY, ARTHUR W.
KXRO, Aberdeen, Wash.
LINFOOT, VICTOR
WWJ, Detroit, Mich.
LINGO, TED
WTOP, Washington, D. C.
LINGREN, TED
WJOB, Hammond, Ind.
LINSTROM, JAMES
KOIL, Omaha, Neb.
LIPKER, CHARLES H.
WFIN, Findley, O.
LIVINGSTON, ROBERT
WPAY, Portsmouth, O.
LOERS, LLOYD
KYUM, Yuma, Ariz.
LOEWNER, CAPT. LEROY
WSVA, Harrisonburg, Va.
LOGAN, BILL
KFJZ, Ft. Worth, Tex.
LOGAN, PETE
KELA, Centralia, Wash.
LOTRIDGE, JAMES E.
KRGV, Weslaco, Tex.
LOWDER, COLLIN W.
KLO, Ogden, Utah
LOWE, DON
BLUE
LOWREY, MEADOR
KRLD, Dallas, Tex.
LOWRIE, ROBERT O.
KPQ, Wenatchee, Wash.
LOWTHER, JAMES
WMMN, Fairmont, W. Va.
LUCAS, PETER
WBBM, Chicago, Ill.
LUCE, DEAN
WERC, Erie, Pa.
LUDLAM, KENNETH
WRC, Washington, D. C.
LUDWIG, LYTELL L.
WFBM, Indianapolis, Ind.
LUEDEKE, HARRY
WMBD, Peoria, Ill.
LUKENS, ERNEST
WKOK, Sunbury, Pa.
LUND, JACK
KFXJ, Grand Junction, Colo.
LUNQUIST, VERNON
WSIX, Nashville, Tenn.
LUSK, BERNARD
KROC, Rochester, Minn.
LYNCH, JOHN
WHOM, Jersey City, N. J.
LYNN, JOHN
WSPD, Toledo, Ohio

— M —

MABARAK, GEORGE
WFDF, Flint, Mich.
MABRY, DICK
WIBG, Philadelphia, Pa.
Mac BARTON
KOCA, Kilgore, Texas
MacCARTHY, JAMES
WBRE, Wilkes-Barre, Pa.
MacDONALD, MAC
WEW, St. Louis, Mo.
MacDONALD, P. L.
WEEI, Boston, Mass.
MacDONALD, ROBERT
KJR, Seattle, Wash.
MacINTOSH, RAY
WBEN, Buffalo, N. Y.
MACK, BILL
WEDC, Chicago, Ill.
MACK, WAYNE
WGAR, Cleveland, O.
MacLEAN, JOHN
WHEC, Rochester, N. Y.
MacPHERSON, FRED
KFBK, Sacramento, Calif.
MacQUARRIE, HAVEN
NBC, Noah Webster Says.
MAFFIE, AL
WMUR, Manchester, N. H.
MAGNER, BILL
WCCO, Minneapolis-St. Paul, Minn.
MAJOR, ADEN
WLLH, Lowell-Lawrence, Mass.
MALLER, LEO
WBRY, Waterbury, Conn.
MALLICOAT, AL
KGER, Long Beach, Calif.
MALLY, CAP
WNAX, Yankton, S. D.
MALONE, EDWARD A.
KUIN, Grants Pass, Ore.
MANN, ALAN
KFWB, Los Angeles, Calif.
MANN, BOB
WWRL, Woodside, N. Y.
MANN, CHARLES
KTBI, Tacoma, Wash.
MANN, NAT
WSBT, South Bend, Ind.
MANNING, TOM
WTAM, Cleveland, O.
MANNS, WILLIAM
WIP, Philadelphia, Pa.
MARCELLE, LOU
KFWB, Los Angeles, Calif.
MARCUS, LES
KWJJ, Portland, Ore.
MARGET, M. M.
KVOX, Moorhead, Minn.
MARKLE, W. L.
WCSH, Portland, Me.
MARKS, BARNETT
KTAR, Phoenix, Ariz.
MARKS, ERNEST
WKOK, Sunbury, Pa.
MARLOWE, BILL
KALE, Portland, Ore.
MARS, PETER A.
WKLA, Ludington, Mich.
MARSDEN, WARREN
WWSR, St. Albans, Vt.
MARSHALL, JOE
KMBC, Kansas City, Mo.
MARSHALL, MARION
WTNJ, Trenton, N. J.
MARSTON, BERT
KFXM, San Bernardino, Calif.
MARTIN, BOB
WOR-MBS, New York, N. Y.
MARTIN, CARL
WIL, St. Louis, Mo.
MARTIN, EARL
WFPG, Atlantic City, N. J.
MARTIN, EMERSON
WTRC, Elkhart, Ind.
MARTIN, GLEN
KLZ, Denver, Colo.
MARTIN, HARRY
WFBM, Indianapolis, Ind.
MARTIN, JOE
WNAX, Yankton, S. D.
MARTIN, JOHN
WKY, Oklahoma City, Okla.
MARTIN, MEL
WKNY, Kingston, N. Y.
MARTIN, NAT
WCHV, Charlottesville, Va.
MARTIN, THOMAS E.
WWNY, Watertown, N. Y.
MARTINSON, ADELE
KWAT, Watertown, S. D.
MASON, BILL
KROS, Clinton, Iowa
MASON, LEE
KTTS, Springfield, Mo.
MASTERS, ED
WOC, Davenport, Iowa
MATHERS, KEITH
WMT, Cedar Rapids, Waterloo, Iowa
MATHIS, LYLE
KVCV, Redding, Calif.
MATTHEWS, JAMES
CBS, American Rhapsody.
MATTISON, CHARLES
WHOP, Hopkinsville, Ky.
MATTISON, HENRY
KFH, Wichita, Kans.
MAYER, WILLIAM
WTAM, Cleveland, O.
McADAMS, LON
KMJ, Fresno, Calif.
McALISTER, BILL
KHBG, Okmulgee, Okla.
McBRIDE, BOB
KWBU, Corpus Christi, Texas
McBRIDE, LESTER
KWJB, Globe, Ariz.
McCAIN, BILL
WBRC, Birmingham, Ala.
McCALL, FRED
WGY, Schenectady, N. Y.
McCANN, TOM
WSAI, Cincinnati, O.
McCARTHY, DICK
WKNY, Kingston, N. Y.
McCOLLUM, RUSSEL
KJR, Seattle, Wash.
McCORMACK, MALCOLM
WBZ, Boston, Mass.
McCOY, M.
KPDN, Pampa, Texas
McCOY, O. B.
KRBC, Abilene, Texas
McCULLOUGH, DAN
WOR-MBS, New York, N. Y.
McCULLOUGH, TOM
WJLB, Detroit, Mich.
McCUMBER, GERALD
KJR, Seattle, Wash.

McCUNE, DONALD
KRSC, Seattle, Wash.
McCURDY, ED
WFMD, Frederick, Md.
McCUTCHEN, DICK
WNAB, Bridgeport, Conn.
McDANIEL, CARL
KLUF, Galveston, Texas
McDEVITT, JERRY
WKWK, Wheeling, W. Va.
McDONALD, AL
WSFA, Montgomery, Ala.
McELLEN, JACK
WPAT, Paterson, N. J.
McELVEEN, MOODY
WCOS, Columbia, S. C.
McENROE, THOMAS
WSPR, Springfield, Mass.
McFARLAND, OWEN
WMCA, New York, N. Y.

McGEEHAN, PAT

NBC, Abbott & Costello, Durante-Moore Show.

McGEHEE, GENE
KFH, Wichita, Kans.
McGRATH, TERRY
KMBC, Kansas City, Mo.
McGREEVEY, JOHN
KTAR, Phoenix, Ariz.
McGUIRE, LEE
WJAR, Providence, R. I.
McHANN, BILL
WJPR, Greenville, Miss.
McINTIRE, JOHN
Blue, Man Called X.
McINTYRE, CHARLES
WMBH, Joplin, Mo.
McKEE, TOM
WHEC, Rochester, N. Y.
McKEEHAN, BOB
WHLN, Harlan, Ky.
McKELLAR, DONALD
WAAB, Worcester, Mass.
McKENNA, P. ROBERT
KDKA, Pittsburgh, Pa.
McKENZIE, E.
WJBK, Detroit, Mich.
McKINNEY, J. E.
WSOC, Charlotte, N. C.
McKNIGHT, JOHN
WMCA, New York, N. Y.
MELVILLE, ROLLIE
WGRC, Louisville, Ky.
MENARD, GEORGE
WLS, Chicago, Ill.
MERENS, LYMAN
WRJN, Racine, Wisc.
MEROIER, ARTHUR
WBBM, Chicago, Ill.
MERRIAM, DWIGHT
WKBN, Youngstown, O.
MERRIDEW, REG
WGAR, Cleveland, O.
MERRIN, RICHARD
WMAN, Mansfield, O.
MERRYMAN, ROBERT
WLW, Cincinnati, O.
METZEL, GEORGE
KADA, Ada, Okla.
MEYERS, TED
KFI, Los Angeles, Calif.
MEZGER, W. L.
WEEI, Boston, Mass.
MICHAEL, HERB
WSOO, Sault Ste. Marie, Mich.
MICKEY, JACK
KTSW, Emporia, Kans.
MIHILL, FLOYD
WMBG, Richmond, Va.
MILES, PAUL
WIBG, Philadelphia, Pa.
MILLER, BOB
WDGY, Minneapolis-St. Paul, Minn.
MILLER, CHET
KUJ, Walla Walla, Wash.
MILLER, DAVID L.
WAAT, Newark, N. J.
MILLS, DEXTER
WDBJ, Roanoke, Va.
MILLER, DON
WTOL, Toledo, O.
MILLER, GEORGE
KADA, Ada, Okla.
MILLER, GLENN CLARK
WCPO, Cincinnati, O.
MILLER, JOE
WLVA, Lynchburg, Va.
MILLER, JOE
KFEL, Denver, Colo.
MILLER, LINWOOD
WSAR, Fall River, Mass.
MILLER, LOREN
WQBC, Vicksburg, Miss.
MILLER, MARVIN
Blue, Andrews Sisters.
CBS, Stars Over Hollywood.
MILLER, OTTO
KSLM, Salem, Ore.
MILLER, RITA
KFAM, St. Cloud, Minn.
MILLER, JR., ROSS
WHAI, Greenfield, Mass.
MILLERHOUSE, GLENN
KGEZ, Kalispell, Mont.
MILLS, FRANK
KGKO, Fort Worth, Dallas, Texas
MILLS, GLEN
KFBC, Cheyenne, Wyo.
MITCHELL, FRANKLIN
WJR, Detroit, Mich.
MONTANO, CARLOS
KPHO, Phoenix, Ariz.
MONTGOBERY, RALPH
KOIL, Omaha, Neb.
MONTGOMERY, THEODORE
WEXL, Royal Oak, Mich.
MOON, HAL
KFMB, San Diego, Calif.
MOON, VIRGINIA
KRIC, Beaumont, Texas
MOORE, DICK
WEVD, New York, N. Y.
MOORE, JIM
WLAP, Lexington, Ky.
MOORE, KAY
WHBQ, Memphis, Tenn.
MOORE, WALKER
KFJZ, Ft. Worth, Texas
MORALES, JOSE ANTONIO
WPAB, Ponce, Puerto Rico
MORATH, MAX
KVOR, Colorado Springs, Colo.
MORE, FRANK
WMBS, Uniontown, Pa.
MORRISON, LEE
WLIB, Brooklyn, N. Y.
MORRISS, L. J.
WRAL, Raleigh, N. C.
MOSELEY, PAUL
WCCO, Minneapolis-St. Paul, Minn.
MOSENA, DICK
KBUR, Burlington, Iowa
MOSER, CLYDE
WTAR, Norfolk, Va.
MOSES, BERNARD
WCOS, Columbia, S. C.
MOSES, JOHN
WLOG, Logan, W. Va.
MOTTER, DON
KORE, Eugene, Ore.
MOWERS, ROBERT
WTRY, Troy, N. Y.
MULLINS, BERNARD
WTIC, Hartford, Conn.
MULVIHILL, JOSEPH
WTAM, Cleveland, O.
MUNSON, STEWART
WMT, Cedar Rapids, Waterloo, Iowa
MURPHEY, C. H.
WHIS, Bluefield, W. Va.
MURPHY, CHARLES
WDAY, Fargo, N. D.
MURRAY, MAL
WNAX, Yankton, S. D.
MURRAY, TOM
WHOM, Jersey City, N. J.
MUSSER, JOE
KCMO, Kansas City, Mo.

— N —

NABORS, TED
KTRH, Houston, Texas
NAGLE, ASHLEY
WADC, Akron, O.
NASH, BARNES
KTBC, Austin, Texas
NEAL, BOB
WMPS, Memphis, Tenn.
NEATH, ERNEST A.
KRBM, Bozeman, Mont.
NEFF, ROBERT H.
WRRN, Warren, O.
NEHER, DICK
WHO, Des Moines, Iowa
NEIDIG, JR., JOE
KVGB, Great Bend, Kans.
NELLES, ALONZO
WEBR, Buffalo, N. Y.
NELSEN, M. L.
WHO, Des Moines, Iowa
NELSON, AL
WBBB, Burlington, N. C.
NELSON, HOWARD
WDAY, Fargo, N. D.
NELSON, L. C.
KAVE, Carlsbad, N. M.
NELSON, THOMAS
KHSL, Chico, Calif.
NEWCOMB, CHARLES
WLW, Cincinnati, O.
NEWCOMB, HERB
WENR, Chicago, Ill.
NEWELL, H. W.
WEEI, Boston, Mass.
NEWMAN, FLOYD
KCRC, Enid, Okla.
NEWTON, TOMMY
KTEM, Temple, Texas
NICKEY, ROBERT
WSKB, McComb, Miss.
NIDEVER, BRUCE
KORE, Eugene, Ore.
NILES, DAVID
WEVD, New York, N. Y.
NILES, WENDELL
Blue, Charlotte Greenwood; CBS, Fitch Bandwagon, Billie Burke; NBC, Bob Hope, Johnny Mercer.
NOBLE, WEN
KHJ, Hollywood, Calif.
NORMAN, DEL
WHB, Kansas City, Mo.
NORMAN, ERIC
WBYN, Brooklyn, N. Y.
NORMAN, GENE
KFWB, Los Angeles, Calif.
NORMAN, HAL
KFH, Wichita, Kans.
NORMAN, NEIL
WIL, St. Louis, Mo.
NORMANN, ELSON F.
WILL, Urbana, Ill.
NORRIS, THERESA
KSAM, Huntsville, Texas
NORTON, IVERS J.
WHDL, Olean, N. Y.

NOTARI, SERENA
WEDC, Chicago, Ill.
NOVELLI, SYLVESTER
WHAM, Rochester, N. Y.

— O —

O'BRIEN, ELLIS
WCAX, Burlington, Vt.
O'BRIEN, GERRY
KTUC, Tucson, Ariz.
O'BRIEN, JOSEPH
WMCA, New York, N. Y.
OCHOA, CARLOS
WKAQ, San Juan, Puerto Rico
O'CONNELL, BILL
WMCA, New York, N. Y.
O'CONNER, JOE
WIBM, Jackson, Mich.
O'CONNOR, ROD
NBC, Rudy Vallee Show.
O'DELL, JR., STUART
WHLN, Harlan, Ky.
O'DONNELL, HUGH
KCKN, Kansas City, Mo.
OFFICER, JIM
KTAR, Phoenix, Ariz.
OGDEN, MAURICE
WNAD, Norman, Okla.
O'HALLORAN, HAL
WLS, Chicago, Ill.
O'LEARY, BRUCE
WELL, Battle Creek, Mich.
OLIPHANT, PAUL
WLAC, Nashville, Tenn.
OLIVER, DOUG
WLAW, Lawrence, Mass.
OLIVER, PAUL
KMA, Shenandoah, Iowa
OLNEY, DEL
KIT, Yakima, Wash.
OLSEN, JAMES
KBST, Big Spring, Texas
OLSEN, MILES
WJEF, Grand Rapids, Mich.; WKZO, Kalamazoo, Mich.
OLSON, HARVEY
WDRC, Hartford, Conn.
ORR, BILL
WDAS, Philadelphia, Pa.
ORTH, DON
WSYR, Syracuse, N. Y.
ORTIZ, CARLOS RUBEN
WPAB, Ponce, Puerto Rico
ORTON, III, G. W.
WLAY, Muscle Shoals City, Ala.
OSBORNE, MARK
WPTF, Raleigh, N. C.
OSKIERKO, ED
WJOB, Hammond, Ind.
OSTROM, JOHN
WCSC, Charleston, S. C.
OTTO, ROSWELL
WLB, Minneapolis, Minn.
OWEN, EDWARD
WLBZ, Bangor, Me.
OWEN, JAY
WOL, Washington, D. C.
OWEN, RICHARD H.
WBAX, Wilkes-Bare, Pa.
OWENS, MAURICE P.
WROK, Rockford, Ill.
OWNBY, JIM
WJHO, Opelika, Ala.

— P —

PACE, ESTON
KTSA, San Antonio, Texas
PACE, HENRY
KFDM, Beaumont, Texas
PACIFICI, CARL
WAGM, Presque Isle, Me.
PAGE, CHARLES F.
WSPR, Springfield, Mass.
PAGE, SAM
WNBF, Binghamton, N. Y.
PAGE, TOM
KFXJ, Grand Junction, Colo.
PAGET, JOE
KATE, Albert Lea, Minn.
PALMER, KEN
KVOO, Tulsa, Okla.
PALMER, LESTER
WOW, Omaha, Neb.
PARENT, HOWARD
KWIL, Albany, Ore.
PARK, CHARLES
WJR, Detroit, Mich.
PARKER, BILL
WOC, Davenport, Iowa
PASSE, LOEL
WSGN, Birmingham, Ala.
PATOFF, REGIS
WLAV, Grand Rapids, Mich.
PATRICK, LARRY
WAIR, Winston-Salem, N. C.
PATTERSON, B. R.
KFDM, Beaumont, Texas
PATTERSON, LYLE
WHLS, Port Huron, Mich.
PAUL, CHARLES
KSFO, San Francisco, Calif.
PAUL, FRED
WGH, Newport News, Va.
PAULIN, PIERRE R.
KDKA, Pittsburgh, Pa.
PAULSON, NORMAN
KMA, Shenandoah, Iowa
PAULSON, ROBERT
KATE, Albert Lea, Minn.
PAYNE, AL
WHDF, Calumet, Mich.
PEARCE, ROY
KBST, Big Spring, Texas
PEARSON, ED
WOR-MBS, New York, N. Y.
PEARSON, HERBERT
WHTD, Hartford, Conn.
PECK, CLARENCE
KBIZ, Ottumwa, Iowa
PECK, HARRY D.
KOIL, Omaha, Neb.
PELLE, FRED
WMMN, Fairmont, W. Va.
PENBERTHY, JOE
WJR, Detroit, Mich.
PENDERGRAST, BILL
WNBH, New Bedford, Mass.
PENNELL, BILL
KFWB, Los Angeles, Calif.
PENNHALLEGON, E. B.
WSOY, Decatur, Ill.
PENNOCK, JIM
WCKY, Cincinnati, O.
PENROSE, BERNARD
WBAB, Atlantic City, N. J.
PERAZZO, DON
KBON, Omaha, Neb.
PEREZ, RAPHAEL
WEDC, Chicago, Ill.
PEREZ, ROBERTO
WKAQ, San Juan, Puerto Rico
PERRAS, MARGARET S.
KFPY, Spokane, Wash.
PERRIN, KEYS
WOR-MBS, New York, N. Y.
PERRY, BOB
WORL, Boston, Mass.
PERRY, RUSSELL
WTOL, Toledo, O.
PETERS, ROBERT
WFAS, White Plains, N. Y.

PETRIE, HOWARD

Durante-Moore Show, Texaco Star Theatre.

PEVORA, JACK F.
WJLS, Beckley, W. Va.
PHILLIPS, BILLY
KIDO, Boise, Idaho
PHILLIPS, DON
WEVD, New York, N. Y.
PHILLIPS, VAN
WEMP, Milwaukee, Wisc.
PIERCE, CHARLES
WWNY, Watertown, N. Y.
PIERCE, WEBSTER
Blue, Breakfast at Sardi's.
PIERSON, H. J.
WFBM, Indianapolis, Ind.
PILLA, EDMUND
WORL, Boston, Mass.
PINTARICH, STANLEY
KALE, Portland, Ore.
PIRNIE, DUNCAN
WQXR, New York, N. Y.
PLACE, LOU
KGFJ, Los Angeles, Calif.
PLAMBECK, HERB
WHO, Des Moines, Iowa
POHL, JANE
WFNC, Fayetteville, N. C.
POLLARD, J. W.
WEEI, Boston, Mass.
POLLOCK, CLARK
WBAA, West Lafayette, Ind.
POPE, MARSHALL
WLW, Cincinnati, O.
POPOVICH, JEANNE
KOAC, Corvallis, Ore.
PORTER, DON
KEVR, Seattle, Wash.
PORTER, WENDEL
WMBI, Chicago, Ill.
POSNER, SIDNEY
WOLF, Syracuse, N. Y.
POWERS, CHARLES
WSIX, Nashville, Tenn.
POWELL, JACK
KFEL, Denver, Colo.
POWELL, KEN
WOR-MBS, New York, N. Y.
POWELL, WILLIAM
WMMN, Fairmont, W. Va.
POWERS, PERCY
WSLI, Jackson, Miss.
POWERS, RALPH
WFBR, Baltimore, Md.
PYATT, JAMES L.
KIUL, Garden City, Kans.
PYLE, HOWARD
KTAR, Phoenix, Ariz.

— Q —

QUADE, WARREN
WCAP, Asbury Park, N. J.
QUILLA, JEAN
KGFF, Shawnee, Okla.
QUINN, BOB
KRRV, Sherman, Tex.
QUINN, PAT
WJR, Detroit, Mich.

— R —

RADLEY, JAMES
KBST, Big Spring, Tex.

RAFFERTY, DAN
WHO, Des Moines, Iowa

RANDOM, DONN
KROW, Oakland, Calif.

RANG, JACK C.
WOAI, San Antonio, Tex.

RAINEY, BRUCE
KWKH, Shreveport, La.

RAINEY, DON
WAPO, Chattanooga, Tenn.

RALSTON, H. E.
WHBF, Rock Island, Ill.

RAND, ED
KALB, Alexandria, La.

RANEY, WALTER
WRC, Washington, D. C.

RAPIEFF, KENNETH
WICC, Bridgeport, Conn.

RAST, MALCOLM
WCOS, Columbia, S. C.

RAWLINGS, FRED
WCAE, Pittsburgh, Pa.

RAYMOND, ART
WBYN, Brooklyn, N. Y.

RAYMOND, STAN
WTMA, Charleston, S. C.

REA, BOBBY
WLAY, Muscle Shoals City, Ala.

REAMS, HUNTER
WJPA, Washington, Pa.

RECTOR, BRUCE
WAGE, Syracuse, N. Y.

REDDY, TOM
BLUE

REED, PHIL
WTOL, Toledo, O.

REEVES, BILL
WMC, Memphis, Tenn.

REEVES, ELTON
KFIO, Spokane, Wash.

REIFFENSTEIN, ANNE
KFGQ, Boone, Iowa

REILLY, EARL
KXA, Seattle, Wash.

REITZ, ROBERT
WSPD, Toledo, O.

REITZEN, JACK
KGFJ, Los Angeles

REMINGTON, DALE
WSAM, Saginaw, Mich.

RENARD, BOB
KDAL, Duluth, Minn.

RENICK, HARRY
KGNC, Amarillo, Tex.

REPPERT, JAMES
WSM, Nashville, Tenn.

RESCH, PAUL
WEED, Rocky Mount, N. C.

REYNOLDS, BILO
KTBS, Shreveport, La.

REYNOLDS, CARROLL
WHOT, South Bend, Ind.

REYNOLDS, CONGER
WMAN, Marinette, Wisc.

REYNOLDS, MARY JO
WROK, Rockford, Ill.

REYNOLDS, ROBERT
WEIM, Fitchburg, Mass.

RHOADES, HOWARD
KUJ, Walla Walla, Wash.

RHODES, BILL, JR.
KMO, Tacoma, Wash.

RHODES, DUSTIN
KMTR, Hollywood, Calif.

RIBICK, E. A.
WHBF, Rock Island, Ill.

RICAU, LIONEL
WSM, Nashville, Tenn.

RICCA, ANTHONY
KVEC, San Luis Obispo, Calif.

RICE, JAMES
WWNY, Watertown, N. Y.

RICH, DON
KCKN, Kansas City, Mo.

RICH, PEGGY
WRAW, Reading, Pa.

RICHARDS, DON
WHBU, Anderson, Ind.

RICHARDS, FLOYD
WTIC, Hartford, Conn.

RICHARDS, ROD
KHUB, Waysonville, Calif.

RICHARDS, RONNIE
WFMJ, Youngstown, Ohio.

RIGGS, GLENN
BLUE

RIGSBY, LOU
WBBB, Burlington, N. C.

RING, BILL
KWTO, Springfield, Mo.

RISSLING, R.
WTAG, Worcester, Mass.

ROARK, CHARLES "TEX"
KGY, Olympia, Wash.

ROBATOR, HARRY
WMAS, Springfield, Mass.

RODGERS, DAVID
WFBM, Indianapolis, Ind.

RODGERS, DON
WKBN, Youngstown, O.

ROEDEL, JOHN
WBOW, Terre Haute, Ind.

ROEDER, JACK
WHIZ, Zanesville, O.

ROEN, LOUIS
WMAQ, Chicago, Ill.

ROGERS, CAROL
KGHF, Pueblo, Colo.

ROGERS, CHARLES
WTMV, East St. Louis, Ill.

ROGERS, ED
WTOP, Washington, D. C.

ROGERS, PAUL
WMAS, Springfield, Mass.

ROGERS, RALPH
WAPI, Birmingham, Ala.

RONAN, HONORE
WDAN, Danville, Ill.

ROPP, JOHN
WCOS, Columbia, S. C.

ROSE, BOB
WOOD, Grand Rapids, Mich.

ROSE, JOHN
WROL, Knoxville, Tenn.

ROSEN, ELEANOR C.
KABR, Aberdeen, S. D.

ROSENTHAL, MORT
WGBI, Scranton, Pa.

ROSS, BOB
WTCN, Minneapolis-St. Paul, Minn.

ROSS, JACK
WHAM, Rochester, N. Y.

ROSSMAN, VERN
KCRC, Enid, Okla.

ROUSH, SIGEL A.
WHIO, Dayton, Ohio.

ROWE, RALPH
WMT, Cedar Rapids, Waterloo, Iowa.

ROWLAND, FRANK
WWJ, Detroit, Mich.

ROWLEY, MELVIN
KSUB, Cedar City, Utah.

ROWLEY, ROBERT
WJR, Detroit, Mich.

ROY, MICHAEL
Blue

ROYSTER, N. L.
WOLS, Florence, S. C.

RUCKLE, HOWARD
WSIX, Nashville, Tenn.

RUEGG, FRED
KQW, San Jose, Cal.

RUHLE, PAUL
WMBD, Peoria, Ill.

RUMORE, JOE
WAPI, Birmingham, Ala.

RUSK, CLAY
WHO, Des Moines, Iowa.

RUSON, RICHARD E.
KOAC, Corvallis, Ore.

RUSSELL, BILL
KANS, Wichita, Kans.

RUSSELL, BOB
KFEQ, St. Joseph, Mo.

RUSSELL, EARLE JR.
KFBK, Sacramento, Cal.

RUSSELL, JOE JR.
WELO, Tupelo, Miss.

RUSSELL, JOHN
WCSC, Charleston, S. C.

— S —

SADLER, JOHN
WROL, Knoxville, Tenn.

SAFFORD, EDWARD L.
KTSM, El Paso, Tex.

SAGE, JOHN
KROW, Oakland, Cal.

SAGE, MICHAEL
WMCA, New York, N. Y.

SAGRAVES, EDWARD
WPAY, Portsmouth, O.

SALERA, JACK
WJAR, Providence, R. I.

SALERNO, FRANK
WBEN, Buffalo, N. Y.

SANDERS, HUGH
WOR, MBS.

SANDERS, WAYNE A.
KTUC, Tucson, Ariz.

SATHER, DICK
KFAM, St. Cloud, Minn.

SAUNDERS, BOB
WMUR, Manchester, N. H.

SAUNDERS, GIL
WKZO, Kalamazoo, Mich.

SAUNDERS, JOHN
WGAR, Cleveland, O.

SAUNDERS, ROBERT
WBNS, Columbus, O.

SAWYER, BILL
KEX, KGW, Portland, Ore.

SAWYER, VERONON E.
KMO, Tacoma, Wash.

SAXON, JAMES
WJPA, Washington, Pa.

SAXON, JOE
WPAD, Paducah, Ky.

SAXTON, LLOYD
KDON, Monterey, Cal.

SAYLES, FRED
WAAT, Newark, N. J.

SCANLON, ART
WINS, New York, N. Y.

SCANLON, JACK
WOR, MBS.

SCHAUGHENCY, EDWIN L.
KDKA, Pittsburgh, Pa.

SCHELLENBERG, H. C.
WBNY, Buffalo, N. Y.

SCHEUER, JOHN
WFIL, Philadelphia, Pa.

SCHILLING, FRED
WWNY, Watertown, N. Y.

SCHINDLER, FRANK
KVAK, Atchison, Kans.

SCHLEXER, VERNE
KBTM, Jonesboro, Ark.

SCHLICTER, JOHN
KCKN, Kansas City, Mo.

SCHMELZER, R.
WHAZ, Troy, N. Y.

SCHMIDT, RAY
WTMV, E. St. Louis, Ill.

SCHNEIDER, ALBERT F.
WSPD, Toledo, Ohio.

SCOTT, JOHN
WOR, MBS.

SCOTT, LARRY
WOWO, Ft. Wayne, Ind.

SCOTT, ROBERT
WCAP, Asbury Park, N. J.

SCOTT, ROBERT
KFEL, Denver, Colo.

SCOTT, WM. H.
WHFC, Chicago, Ill.

SEARLES, N. K.
WEMP, Milwaukee, Wisc.

SEARLES, TOM
KSOO, Sioux Falls, S. D.

SEAVEY, CECIL
KOA, Denver, Colo.

SEBASTIAN, CHARLES
WLS, Chicago, Ill.

SEEHAFER, JOHN
WFHR, Wisconsin Rapids, Wis.

SEEWIR, CHARLES
KXOK, St. Louis, Mo.

SELTZER, EVERETT
WHTD, Hartford, Conn.

SEIFERD, CHARLES
KWTO, Springfield, Mo.

SEIFERT, SCOT
KXA, Seattle, Wash.

SETTERBURG, DICK
KBUR, Burlington, Iowa.

SEVENS, DON
WMUR, Manchester, N. H.

SEWALD, LESTER
WRAK, Williamsport, Pa.

SEXHAUER, BOB
KFRU, Columbia, Mo.

SEYMOUR, BILL
WBBM, Chicago, Ill.

SHADE, HARLAN
KXOX, Sweetwater, Tex.

SHAFFER, MAX J.
WHBU, Anderson, Ind.

SHANER, ELMER
KOMA, Oklahoma City, Okla.

SHANNON, PAUL V.
KDKA, Pittsburgh, Pa.

SHAPPARD, BILL
WHN, New York, N. Y.

SHARP, VERNON
KVFD, Ft. Dodge, Iowa.

SHARPE, ELIZABETH
WBLK, Clarksburg, W. Va.

SHARPE, WILLIAM
KWFT, Wichita Falls, Tex.

SHARPEE, OLIVE
KWLC, Decorah, Iowa.

SHAW, GEORGE
WSLS, Roanoke, Va.

SHAW, STAN
Blue

SHAY, BOB
WCHV, Charlottesville, Va.

SCHEIHING, GORDON A.
WCAO, Baltimore, Md.

SHEIN, ALICE
WBTH, Williamson, W. Va.

SHELBY, SAM
KPOW, Powell, Wyo.

SHELDON, DON
WROK, Rockford, Ill.

SHEPARD, BOB
MBS, Blue

SHERA, ART
WOOD, Grand Rapids, Mich.

SOMONS, ERNIE
WITH, Baltimore, Md.

SIMPSON, JIMMY
WMRC, Greenville, S. C.

SIMPSON, JIMMY
WWDC, Washington, D. C.

SIMPSON, JOHN
KOTA, Rapid City, S. D.

SIMS, SAM K.
WFBM, Indianapolis, Ind.

SINCLAIR, JOHN
KID, Idaho Falls, Idaho.

SINGER, FRANK
WRAW, Reading, Pa.

SIPES, LEON
KELD, El Dorado, Ark.

SKINNER, GEORGE
WLW, Cincinnati, O.

SLAGLE, JOHN
WXYZ, Detroit, Mich.

SLATTON, SONYA
WLAY, Muscle Shoals, Ala.

SLOAN, PAUL
KMTR, Hollywood, Cal.

SLOMSKE, ROBERT N.
WHIO, Dayton, O.

SLOTTA, HELEN
WCED, Dubois, Pa.

SMEDES, LEWIS
WLAV, Grand Rapids, Mich.

SMITH, B. A.
WSON, Henderson, Ky.

SMITH, BERNIE
WEBQ, Harrisburg, Ill.

SMITH, BLAINE
KCRC, Enid, Okla.

SMITH, BURLEIGH
KHJ, Hollywood, Cal.

SMITH, BURRELL
WGY, Schenectady, N. Y.

SMITH, CAL
KROC, Rochester, Minn.

SMITH, CHARLIE
WCHV, Charlottesville, Va.

SMITH, DALE
KJR, Seattle, Wash .

SNYDER, J. M.
WFBG, Altoona, Pa.

SNYDER, ROBERT W.
KIUL, Garden City, Kan.

SOET, MILLICENT
WICA, Ashtabula, O.

SONIS, BERTON
WCHS, Charleston, W. Va.

SONIS, ERNEST
WGKV, Charleston, W. Va.

SORRELL, WILLIAM
WKAR, E. Lansing, Mich.

SORENSON, FRITZ
WFIN, Findlay, O.

SOULIERE, CECILE
WWSR, St. Albans, Vt.

SPARKS, GORDON A.
WEXL, Royal Oak, Mich.

SPEARS, CHARLES
WORD, Spartanburg, S. C.

SPENCER, NELSON
WFCI, Pawtucket, R. I.

SPENCER, RAY
WHK, Cleveland, O.

SPENCER W. MONDELL
KWAL, Wallace, Idaho.

SPIEGLE, STAN
KXRO, Aberdeen, Wash.

SPONGBERG, ROLAND
WROK, Rockford, Ill.

SPRAGUE, EDGAR A.
WOSU, Columbus, O.

SQUIRES, ALONZO G.
WAYS, Charlotte, N. C.

ST. GEORGE, DORIAN
Blue

STARR, LONNIE
WBOC, Salisbury, Md.

STARR, RAY
WFPG, Atlantic City, N. J.

STEFFES, ARTHUR
KWNO, Winona, Minn.

STEIGER, SAM
WMOH, Hamilton, O.

STEINBERG, ALEX
WGKV, Charleston, W. Va.

STEPANEK, BERNIE
KFJB, Marshalltown, Iowa

STEPHENS, HAROLD
WBAB, Atlantic City, N. J.

STERN, WALLY
WMOH, Hamilton, O.

STEVENS, BILL
KOMA, Oklahoma City, Okla.

STEVENS, ED
KHJ, Hollywood, Cal.

STEVENS, G. ALSTON
WITH, Baltimore, Md.

STOLLER, STANLEY
WAIR, Winston Salem, N. C.

STONE, ERNEST
WMCA, New York, N. Y.

STONE, ROLAND
KTRB, Modesto, Calif.

STONE, VIRGIL
KOCA, Kilgore, Tex.

STONER, PETER
WTIC, Hartford, Conn.

STUART, ALLEN
WMCA, New York, N. Y.

STUART, STREETER
WBZ, Boston, Mass.

STUBBS, DON
KDAL, Duluth, Minn.

STUDER, MARJ.
KWOC, Poplar Bluff, Mo.

STUDNEY, EDWARD
WOL, Washington, D. C.

STUMP, GEORGE
KCKN, Kansas City, Mo.

STUTZ, ELWOOD
WIBG, Philadelphia, Pa.

STYLES, HAL
KFWB, Los Angeles, Calif.

SUMMERS, JOE
KVOD, Denver, Colo.

SUMMERVILLE, DON
WBNS, Columbus, O.

SUTHERLAND, S.
WISN, Milwaukee, Wisc.

SUTHERLAND, WILBUR
KDKA, Pittsburgh, Pa.

SWIFT, RODNEY
WGY, Schenectady, N. Y.

SWIMLAR, PAUL R.
WCOP, Boston, Mass.

SWINK, CHARLES
WGAR, Cleveland, O.

— T —

TABER, WILLIAM E.
KFAB, Lincoln, Neb.

TAINTER, GEORGE
WKZO, Kalamazoo, Mich.

TAMBLYN, BOB
WJLD, Bessemer, Ala.

TANKERSLEY, BILL
KWJB, Globe, Ariz.

TANNEN, ERNEST
WSAP, Portsmouth, Va.

TATE, ARTHUR
WMAN, Mansfield, O.

TAYLOR, CHARLES
WCOL, Columbus, O.

TENPENNY, RAY
WCCO, Minneapolis-St. Paul, Minn.

TERRY, BOB
WTMV, East St. Louis, Ill.

TERRY, ROBERT
KXOX, St. Louis, Mo.

TERWILLIGER, EARL
WKNY, Kingston, N. Y.

TESCH, J. D.
WHAM, Rochester, N. Y.

THAIN, JIM
KTYW, Yakima, Wash.

THAYER, JACK
WLOL, Minneapolis-St. Paul, Minn.

THIBODEAUX, MAE D.
KVOL, Lafayette, La.

THOMAS, FRANK
KFB, Cheyenne, Wyo.

THOMAS, GORDON
WTMJ, Milwaukee, Wisc.

THOMAS, WM.
KPQ, Wenatchee, Wash.

THOMPSON, ELWOOD
WCSC, Charleston, S. C.

THOMPSON, MISS MARTHA
WMOB, Mobile, Ala.

THOMSON, VERL K.
KELO, Sioux Falls, S. D.

THORNE, GEORGE
WEBR, Buffalo, N. Y.

THURSTON, JACK
KXEL, Waterloo, Iowa

THWAITES, DOROTHY G.
KFUN, Las Vegas, N. M.

THWAITES, E. N.
KFUN, Las Vegas, N. M.

TIBAULT, JOSEPH
WEAN, Providence, R. I.

TIBOR, MISS MARY LEE
WMOB, Mobile, Ala.

TIDEMAN, WARNER C.
KATE, Albert Lea, Minn.

TINCHER, BILL
KANS, Wichita, Kans.

TINGLEY, IRVING
KWNO, Winona, Minn.

TOBIN, JOSEPH
WINS, New York, N. Y.

TOBIN, PAT
KFRU, Columbia, Mo.

TODD, GEORGE
WHK, Cleveland, O.

TODD, JOHN
KOAM, Pittsburgh, Kans.

TOMLINSON, GEORGE
WDRC, Hartford, Conn.

TOMLINSON, MALCOLM
WSOO, Sault Ste. Marie, Mich.

TORREGROSA, J. LUIS
WKAQ, San Juan, Puerto Rico

TOWNE, EPH
KFXJ, Grand Junction, Colo.

TOZIER, HAL
WJR, Detroit, Mich.

TRANTER, CHARLES R.
WJTN, Jamestown, N. Y.

TUCKER, HARLAND
KALE, Portland, Ore.

TUCKER, JOE
WWSW, Pittsburgh, Pa.

TUCKER, ROBERT
WPAY, Portsmouth, O.

TUELL, GORDON
KIRO, Seattle, Wash.

TURNER, HOWARD
WBT, Charlotte, N. C.

TURNER, JESSE GRANT
WSM, Nashville, Tenn.

TURNER, LARRY
KYSM, Mankato, Minn.

TURNER, WALT
WWVA, Wheeling, W. Va.

TURRELL, ROGER
WPAY, Portsmouth, O.

TUTHILL, DAN
KAVE, Carlsbad, N. M.

TUTTLE, DONALD
WHYN, Holyoke, Mass.

TYLER, WAYNE
WLVA, Lynchburg, Va.

TYRELL, WALTER
WITH, Baltimore, Md.

TYSON, DAVID S.
WWSW, Pittsburgh, Pa.

— U —

ULBRICH, RAY
WSOO, Sault Ste. Marie, Mich.

UNDERHILL, ROG
WIND, Chicago, Ill.

— V —

VAILE, DAVE
CBS

VALENTINE, RANCE
WTAM, Cleveland, O.

VAN ALSTYNE, ANSON
WKBZ, Muskegon, Mich.

VAN ANTWERP, RUBY ROSE
KOKO, La Junta, Colo.

VAN BUREN, HARFORD
WMRN, Marion, O.

VAN BUSKIRK, GENE
KLS, Oakland, Calif.

VAN ELLS, NEAL
WAOV, Vincennes, Ind.

VAN KLEECK, ROBERT
WOLF, Syracuse, N. Y.

VAN OSCH, JOHN
WIND, Chicago, Ill.

VARES, GEORGE
WEDC, Chicago, Ill.

VASSAR, CHARLES
WHIS, Bluefield, W. Va.

VALAZQUEZ, TORRES O.
WKAQ, San Juan, Puerto Rico

VENABLES, ROBERT
WBBM, Chicago, Ill.

VENELL, WILLIAM A.
WHO, Des Moines, Iowa

VENN, ELMA
WOSU, Columbus, O.

VERBA, GILBERT
KOA, Denver, Colo.

VERDIER, JACK
WOOD, Grand Rapids, Mich.

VIEHMAN, ED
WCCO, Minneapolis-St. Paul, Minn.

VOGELMAN, ROY
WHA, Madison, Wisc.

VOGL, RICHARD
WOI, Ames, Iowa

VOLLMER, ART
WSOY, Decatur, Ill.

VON ZELL, HARRY
NBC

VORONKO, J. J.
WEDC, Chicago, Ill.

VORTON, RAYMOND H.
KFIZ, Fond du Lac, Wisc.

VREDEVELD, AL
WKBZ, Muskegon, Mich.

— W —

WADE, VIRGINIA
WCED, Dubois, Pa.

WADE, TOM
WLW, Cincinnati, O.

WAITE, BUD
KFI, Los Angeles, Calif.

WAIT, RICHARD L.
KFAB, Lincoln, Neb.

WALDECKER, FRANK
WBZ, Boston, Mass.

WALDROP, JIM
NBC—See Page 170.

WALLACE, RALPH
WSYR, Syracuse, N. Y.

WALLACE, RAY
WKST, New Castle, Pa.

WALLBERG, ARTHUR C.
WAAB, Springfield, Mass.

WALLINGTON, JIMMY
CBS, Jack Kirkwood Show, Texaco Star Theatre; Blue, Philco Hall of Fame.

WALSTON, GEORGE
WRRF, Washington, N. C.

WALTERS, LEON
WENR, Chicago, Ill.

WALTON, HUGH
WCAU, Philadelphia, Pa.

WALTON, SIDNEY
WHN, New York, N. Y.

WANN, PAUL
WCCO, Minneapolis-St. Paul, Minn.

WARD, DONALD
WENR, Chicago, Ill.

WARD, GEORGE
WNYC, New York, N. Y.

WARD, ERNIE
WKNY, Kingston, N. Y.

WARD, PERRY
Blue

WARLAND, G. D.
KMMJ, Grand Island, Neb.

WARNER, AL
KMTR, Hollywood, Calif.

WARNER, HUB
KIDO, Boise, Idaho

WARREN, BILL
WITH, Baltimore, Md.

WEEKS, WARREN
KEX, Portland, Ore.

WEDDLE, DOUG
WFMD, Frederick, Md.

WEEKS, WARREN
KGW, Portland, Ore.

WEGMAN, EDWARD
WBEN, Buffalo, N. Y.

WEINGARTNER, AD
KPHO, Phoenix, Ariz.

WELCH, PHILLIP
WORL, Boston, Mass.

WELLING, FRANK
WCHS, Charleston, W. Va.

WELLS, BOB
WBTA, Batavia, N. Y.

WELLS, EARL
WHB, Kansas City, Mo.

WELLS, JACK
KODY, North Platte, Neb.

WELLS, MARSHALL
WJR, Detroit, Mich.

WELLS, ROBERT
KOL, Seattle, Wash.

WELLS, SID
WDAS, Philadelphia, Pa.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WENDEL, CONNIE
KRRV, Sherman, Texas

WENZINGER, MAURICE
KTBS, Shreveport, La.

WEST, ALLEN
WDAS, Philadelphia, Pa.

WEST, HARLEY
WMRN, Marion, O.

WESTERKAMP, RICHARD
WTIC, Hartford, Conn.

WHITAKER, POLLY
WDAS, Philadelphia, Pa.

WHITE, BOB
WMJ, Fresno, Calif.

WHITE, CLAIR A.
WBCM, Bay City, Mich.

WHITE, PAUL
WKBN, Youngstown, O.

WHITE, VERNON
KSFO, San Francisco, Calif.

WHITLOCK, BILL
WLAV, Grand Rapids, Mich.

WHITMAN, HAL
WFDF, Flint, Mich.

WHITNEY, PHIL
WFVA, Fredericksburg, Va.

WHITTAKER, EDWIN
WNBF, Binghamton, N. Y.

WHITWORTH, ROY
KVOO, Tulsa, Okla.

WICKS, JOHN W.
WATW, Ashland, Wisc.

WIDMARK, HERB
WIBC, Indianapolis, Ind.

WIGGINS, CASPER
WIS, Columbia, S. C.

WILDE, RUSS
WOKO, Albany, N. Y.

WILLARD, GEORGE
WMCA, New York, N. Y.

WILLHITE, HOWARD
WSOY, Decatur, Ill.

WILLIAMS, AUSTIN
WSAI, Cincinnati, O.

WILLIAMS, BILL
KFXD, Nampa, Idaho

WILLIAMS, BOB
NBC

WILLIAMS, CARL
WATW, Ashland, Wisc.

WILLIAMS, DAL
KHJ, Hollywood, Calif.

WILLIAMS, EARL
KFEL, Denver, Colo.

WILLIAMS, VINCE
WGY, Schenectady, N. Y.

WILLIAMS, WALLY
WBIG, Greensboro, N. C.

WILLIS, GORDON
KQW, San Jose, Calif.

WILLS, ANNE
WATW, Ashland, Wisc.

WILSON, GEORGE
WMFF, Plattsburg, N. Y.

WILSON, GEORGE H., JR.
WTSV, Steubenville, O.

WILSON, GLEN
WINS, New York, N. Y.

WILSON, JOSEPH
WENR, Chicago, Ill.

WILSON, JUD
KLRA, Little Rock, Ark.

WILSON, LEONARD E.
KOKO, La Junta, Colo.

WILSON, LIVELY
WLBJ, Bowling Green, Ky.

WINKLER, NAN
WFVA, Fredericksburg, Va.

WOODWARD, MARTIN A.
KJR, Seattle, Wash.

WORLEY, DAVE
KWFT, Wichita Falls, Tex.

WORTENDYKE, ROBERT
WTRY, Troy, N. Y.

WRAY, JOHN
KWIL, Albany, Ore.

— Y —

YACK, GEORGE
WBAA, West Lafayette, Ind.

YEAGER, DON
WSAZ, Huntington, W. Va.

YOCAM, JOE
KFWB, Los Angeles, Calif.

YORK, MELVIN
KELA, Centralia, Wash.

YOUNG, BOB
WMBD, Peoria, Ill.

YOUNG, DUANE
WHEB, Portsmouth, N. H.

YOUNG, EARL
WLAY, Muscle Shoals City, Ala.

YOUNG, GEORGE
WCED, Dubois, Pa.

— Z —

ZABEL, JAMES
WHO, Des Moines, Iowa

ZEANAH, CHARLIE
WSFA, Montgomery, Ala.

ZELENS, ROBERT
WGES, Chicago, Ill.

ZIEGENHAGEN, AL
WLB, Minneapolis, Minn.

ZIMMERMAN, JOANNE
KPLC, Lake Charles, La.

ZINKAND, PHIL
WWSW, Pittsburgh, Pa.

Radio Directors

Programs Directed by Members of the Radio Directors' Guild 1944-45

Harry Ackerman	Vice President in charge of all radio program operation at Young & Rubicam
Wendell Adams	OWI (overseas)
Wylie Adams	Blue Network
Addison Amor	Blue Network
Martin Andrews	"Girl Back Home," "Connee Boswell Show," "Appointment with Life," "My True Story," "A Nation's Monument" (5th War Loan)
Corp. Ira Ashley	Armed forces
Ira Avery	NBC
Oliver Barbour	"Victory Is Our Business," "Life Can Be Beautiful," "The Parker Family"
Lt. Howard G. Barnes	Armed forces
John Becker	CBS
Joseph Bell	"Big Town"
Gertrude Berg	"The Rise of the Goldbergs"
Lawrence Berns	"Jack Carson"
Frederick Bethel	"Here's to Romance"
Fritz Blocki	"Chick Carter"
Roger Bower	"Can You Top This?" "You Can't Take It with You," "Walter Hampden Program," "Jane Cowl Program," "Treasure Hour of Song"
Marguerite H. Bowman	Ruthrauff & Ryan
William Brennan	CBS
Maj. Edward A. Byron	Armed forces
Stuart Buchanan	"Out of the Shadows," "Adventure of the Falcon," "It's Murder," "Jungle Jim," "Front Page Drama"
John Buckwalter	"Adelaide Hawley," "Mary Margaret McBride," "H. V. Kaltenborn," "Bill Stern Sports," "News of the World," "Don Goddard," "Dave Harum," "Pepper Young's Family," "Young Widder Brown," "Front Page Farrell"
Ralph Starr Butler, Jr.	Young & Rubicam
Edmund L. Cashman	Foote, Cone & Belding (Hollywood)
Dick Charles	"Dixieland Houseparty" "Eddie Condon's Jazz Concert"
Jay Clark	"Can You Top This?" "This Changing World"
John Cleary	"Tangee Serenade"
Phil Cohan	"Moore-Durante"
Lee Cooley	Supervisor, daytime radio productions, and Director of Television for Ruthrauff & Ryan
Capt. Ted Corday	Armed forces
Norman Corwin	"Columbia Presents Corwin"
Walter Craig	Vice-President in charge of Radio, Benton & Bowles
George Creamer	"Army Hour," "Here's Babe Ruth," "Music of the New World"

Joseph M. Daly	NBC
Carlo De Angelo	"Perry Mason"
Guy della-Cioppa	OWI (overseas)
Norman Dicken	Blue Network
John Dietz	CBS
Edwin Duerr	"The Aldrich Family" "Mystery Theatre"
Paul Dumont	NBC
Edwin L. Runham	"Voice of Firestone" "Army Hour"
Carl Eastman	"We Love and Learn" "Famous Jury Trials"
DeVere Engelbach	Free lance
Garnet Garrison	NBC
William Gernannt	Free lance
Mark Goodson	Free lance
Mitchell Grayson	'New World Acoming" "Frank Colby's Words"
Axel Gruenberg	Free Lance
Arthur Hanna	"David Harum" "Lora Lawton"
Jay Hanna	J. Walter Thompson
James Haupt	"Stradivari," "American Album," "New Cities Service Series"
Tom Hicks	Foote, Cone & Belding
Jack Hill	NBC
Harry Holcombe	"Tena and Tim," "Judy and Jane," "Dr. I. Q.," "Detroit Symphony"
Garrett Hollihan, Jr.	Blue Network
Lt. Clinton Johnson	Armed forces
Jack Johnstone	"The Man Called X"
Bruce Kamman	NBC
Ray H. Kremer	"Grand Central Station" "Quiz of Two Cities"
G. Bennett Larson	All programs for WWDC
Anton M. Leader	"Words at War" "Beat the Band" "Eternal Light"
Alexander Leftwich, Jr.	"Let Yourself Go," "Musical Mysteries," "America's Town Meeting," "John B. Kennedy"
Winifred Lenihan	Young & Rubicam
Richard Leonard	'Stella Dallas," "Chaplain Jim USA," "Front Page Farrell," "Mr. Keen, Tracer of Lost Persons"
Lt. David Levy	Armed forces
Roy Lockwood	British Broadcasting Corp.
Marx Loeb	"Theatre of Romance," "Date Line," "This Life Is Mine," "Service Time"
Pvt. Joseph Losey	Armed forces
Basil Loughrane	"The Light of the World"
John W. Loveton	'Mr. and Mrs. North"
John Henry Macdonell	United Nations Information Office
Kenneth W. MacGregor	"Grand Ole Opry," "Harry Savoy Show," "Thanks to the Yanks"

Sherman A. (Jock) MacGregor	"Nick Carter," "Cisco Kid," "Mysterious Traveler," "Real Stories from Real Life"
Lindsay MacHarrie	Blue Network
Nila Mack	"Let's Pretend"
Martin Magner	"Doctors at War," "Hot Copy," "Arthur Hopkins Presents," "Radio Reader's Digest"
Joseph Mansfield	"Colgate Sports Newsreel," "Lands of the Free," "Adventure Ahead," "Carton of Cheer," "Mirth and Madness"
William Marshall	Blue Network
Paul Martin	NBC
Harold McGee	Free lance
Earle L. McGill	"Report to the Nation," "Philharmonic," "The American Scriptures," "The Jack Pepper Show," "Waves on Parade"
Walter John McGraw II	"Sunoco News" "Maggi McNellis"
Wesley McKee	"My Best Girls"
Kathleen McMahon	Ruthrauff & Ryan
Arnold Michaelis	CBS
John Dietrich Mitchell	Blue Network
Brewster Morgan	OWI London
Herbert M. Moss	"Truth Or Consequences" "Raleigh Room with Hildegarde"
Oliver Nicoll	OWI London
Robert Nolan	"Radio Reader's Digest," "Keep Up with the World with Elgin," "Ethel Barrymore as Miss Hattie"
Lester O'Keefe	"The Music America Loves Best"
Eldridge Packham	"Serenade to America" "For the Record"
Frank Papp	"The Right to Happiness," "The American Story with Archibald MacLeish," "Here's to Youth," "They Call Me Joe," "World's Great Novels"
Edward Pola	"That's a Good One," "Deadline Dramas," "Hobby Lobby"
Herbert S. Polesie	"It Pays to Be Ignorant"
William S. Rainey	"Business Men Look to the Future"
Capt. Irving K. Reis	Armed forces
Ernest Ricca	"Romance of Helen Trent," "Amanda of Honeymoon Hill," "Dick Brown Show"
Herbert C. Rice	NBC
Thomas L. Riley	South America
William N. Robson	"The Man Behind the Gun," "Fourth War Loan Series," "Four for the Fifth," "Man Called X," "Radio Reader's Digest"

Jack Roche	"Duffy's Tavern"
William P. Rousseau	"Grand Central Station," "Ted Malone from London," "The Adventures of Ellery Queen"
Jack Rubin	"Mary Small Show—Junior Miss"
Herbert C. Sanford	N. W. Ayer & Son (Hollywood)
Richard Sanville	"Wilderness Road," "School of the Air: New Horizons and Tales from Far and Near," "Dangerously Yours"
Victor Seydel	"Counterspy," "Mary Small Revue," "Good Will Hour," "Steel Horizons"
Robert Lewis Shayon	CBS
James Sheldon	"Listening Post" "Songs by Downey"
Robert S. Steel	"Ellery Queen" "The Shadow"
Paul Stewart	"Cavalcade of America"
William M. Sweets	"Counterspy" "Gang Busters"
Frank K. Telford	"Molle Mystery Theatre"
William Selden Todman	"P & G" Spots, "The Connee Boswell Show," "Gallagher and Shean" (transcribed), "Laugh with Lou Holtz" (transcribed)
Day Tuttle	"Bright Horizon," "Molle Mystery Theatre," "Aldrich Family," "William and Mary"
Willson M. Tuttle	Ruthrauff & Ryan
Lester Vail	"March of Time"
Thomas F. Vietor, Jr.	"Big Sister," "Good Will Hour," "Double or Nothing," "Shadow," "Aunt Jenny," "Television"
Chick Vincent	"Pepper Young's Family" "Charlie Chan"
Charles Warburton	"My True Story"
Pvt. Albert Ward	Armed forces
Kenneth Webb	"Theatre of Today"
Pvt. Robert Welch	Armed forces
John Wellington	"Double or Nothing"
Orson Welles	"Mercury Theatre on the Air," "Campbell Playhouse," "Series for Lady Esther," "Hello, Americans," "Ceiling Unlimited," "Orson Welles Almanac"
George Wiest	Blue Network
Theodora Yates	"Young Doctor Malone" "When a Girl Marries"
Lt. George J. Zachary	Armed forces

Home Economics Directors

of Stations in United States

WITH food and other commodities facing more stringent rationing, millions of women depend upon their home economics director to transmit to them and explain the status of the market and ration points.

Ever-changing conditions on the home front makes the woman director important in the life of nearly every family as she interprets the government's messages and the steps needed for complete cooperation between government and civilian.

Alabama

Decatur, WMSL.....Pat Wright
Birmingham, WAPI.....Mrs. Leo Copeland
Mobile, WMOB.....Mrs. Adele Hull
Montgomery, WSFA.....Esther Mahoney
Opelika, WJHO.....Anne Davis

Arizona

Globe, KWJB.....Marion Hamblin
Phoenix, KOY.....Elizabeth Taylor
Safford, KGLU.....Alberta Hunt
Tucson, KTUC.....Wayne A. Sanders

Arkansas

Fort Smith, KFPW.....Carolyn Lear
Little Rock, KLRA.....Mina Madden

California

Bakersfield, KPMC.....Gloria McEmiry
El Centro, KXO.....Jean Jordan
Fresno, KMJ.....Pauline Edwards Jones
Hollywood, KHJ.....Norma Young
Los Angeles, KFAC.....Floretta McDonald
KFWB.....Chef Milani
Oakland, KLS.....Jan Kenyon
KLX.....Mrs. Josephine Marston
Riverside, KPRO.....Elenor Sizelone
San Diego, KFMB.....Shirley Bradley
San Francisco, KGO.....Ann Holden
KSFO.....Fay Stewart
Santa Barbara, KTMS.....Barbara McCaffrey

Colorado

Denver, KFEL.....Milli Virgien
KLZ.....Velma Michener
KOA.....Evadna Hammersley

Connecticut

Hartford, WTIC.....Ruth Provan
Stamford, WSRR.....Nell Daugherty
Waterbury, WBRY.....Fay Clark

District of Columbia

Washington, WOL.....Eleanor Howard
WRC.....Miss Nancy Osgood
WTOP.....Elinor Lee
WWDC.....Alice Lane

Idaho

Idaho Falls, KID.....Phyllis Perry
Twin Falls, KTFI.....Eloise Webb

Illinois

Chicago, WGN.....June Baker
WMAQ.....Elizabeth Hart
WMBI.....Mrs. Frances Youngren
Harrisburg, WEBQ.....Eve Fisher
Rockford, WROK.....Olga Johannes
Rock Island, WHBF.....Arlene Armstrong
Springfield, WTAX.....Betty Cole
WCBS.....Mary Dilley

Indiana

Fort Wayne, WOWO.....Jane Weston
Indianapolis, WFBM.....Mrs. Rose Lee Farrell
WIBC.....Jane Day
Lafayette, WASK.....Helen Snyder
Terre Haute, WBOW.....Jill Girrard
Vincennes, WAOV.....Rosemary Stivers

Iowa

Burlington, KBUR.....Mary Mangold
Cedar Rapids, Waterloo, WMT.....Libbie Vaughan
Davenport, WOC.....Mary L. Marshall
Des Moines, KRNT.....Betty Wells
Dubuque, WKBB.....Sister Mary St. Clara
Shenandoah, KMA.....Edith Hansen
Waterloo, KXEL.....Irene Du Mond

Kansas

Atchison, KVAK.....June Lee
Wichita, KFBI.....Dorothy Fuller

Kentucky

Harlan, WHLN.....Eula Jones
Louisville, WHAS.....Cissy Gregg

Maryland

Baltimore, WCAO.....Bettie McCall
WFBR.....Martha R. Temple

Massachusetts

WEEI.....Heloise P. Broeg
Springfield, WBZ & WBA.....Mildred W. Carlson
Greenfield, WHAI.....Elizabeth Graig
Lawrence, WLAW.....Zelda Zinn
Springfield, WMAS.....Ethel Henin
WSPR.....Florence T. Howe
Worcester, WTAG.....Mildred Bailey

Michigan

Detroit, WJLB.....Rita Powers
WJR.....Mrs. Agnes Clark
WWJ.....Francis Harris

Grand Rapids, WOOD.....Anita Verdier
Saginaw, WSAM.....Dorothy Galbreath

Minnesota

Albert Lea, KATE.....Susan Taylor
Duluth, KDAL.....June Lange
Minneapolis, St. Paul, WDGY..Mrs. A. R. Sherman
WLB.....Jo Bjornson
St. Paul, KSTP.....Bea Baxter

Mississippi

Hattiesburg, WFOR.....Betty Baker

Missouri

Columbia, KFRU.....Pat Tobin
Joplin, WMBH.....Jane Farrell
Kansas City, KCMO.....Anne Hayes
St. Louis, WEW.....Louise Munsch
KWK.....Mary K. McCord
St. Louis, KXOK.....Kay Morton

Montana

Kalispell, KGEZ.....Alicia Byers
Missoula, KGUO.....Erin Day
Sidney, KGCX.....Marjorie Downs

Nebraska

Kearney, KGFW.....Peg Biber
Lincoln, KFAB.....Jessie S. Young
Norfolk, WJAG.....Mary Moore
Omaha, KBON.....Martha Bohlsen
KOIL.....Belle West

New Hampshire

Manchester, WFEA.....Janet Carr
Portsmouth, WHEB.....Mrs. Lee Spencer

New Jersey

Asbury Park, WCAP.....Lillian Mayhew
Jersey City, WHOM.....Josephine McQuillin
Paterson, WPAT.....Helen Taylor
Trenton, WTNJ.....Marion Marshall

New Mexico

Las Vegas, KFUN.....Dorothy G. Thwaites

New York

Albany, WABY.....Laura Winter
Binghamton, WNBF.....Sara Burbank
Brooklyn, WBYN.....Harriet Murphy
Buffalo, WBEN.....Sally Work
New York, WABC.....Margaret Arlen
WHN.....Ella Mason
WINS.....Dorothy Day
WJZ.....Alma Kitchell
WMCA.....Isabella Beach
WNYC.....Frances F. Gannon
WOV.....Diana Baldi
WQXR.....Charlotte Adams
WQXR.....Alma Dettinger
Ithaca, WHCU.....Gertrude Grover
Rochester, WHAM.....Hazel Cowles
Schenectady, WGY.....Martha Brooks
Syracuse, WAGE.....Wynne Parrish
Utica, WIBX.....Elizabeth Odames
White Plains, WFAS.....Mary Anna Logan

North Carolina

Asheville, WWNC.....Priscilla Parker
Charlotte, WBT.....Martha Miller
Goldsboro, WGBR.....Kay Rodney
Raleigh, WPTF.....Harriet B. Pressly

North Dakota

Fargo, WDAY.....June Bolmeier

Ohio

Akron, WADC.....F. G. Renner
Cincinnati, WCKY.....Olive Kackley
WKRC.....Penny Pruden
WLW.....Vianna D. Bramblett
Cleveland, WGAR.....Esther Mullin
WTAM.....Jean Colbert
WHK.....Eleanor Hanson
Columbus, WBNS.....Fern Sharp
WCOL.....Kay Keltner
Lima, WLOK.....Ercel Johoske
Toledo, WSPD.....Norma H. Richards
WTOL.....Dorothy Peterson
Youngstown, WFMJ.....Marion Resch

Oklahoma

Norman, WNAD.....Helen Cullins
Oklahoma City, KOMA.....Helen B. Schuyler
WKY.....Helen Barr
Tulsa, KTUL.....Mildred Gillespie

Oregon

Corvallis, KOAC.....Mrs. Zelta Rodenwold
Eugene, KORE.....Nellie C. Lyle
Portland, KALE.....Edith Green
KGW.....Ruth Forbes
WGAN.....Dorothy Smith Wadman
Salem, KSLM.....Lucile Bushnell

Pennsylvania

Pittsburgh, WCAE.....Polly Malone
Philadelphia, WCAU.....Ruth Chilton
WFIL.....Anice Ives
WIBG.....Zella Drake Harper
Wilkes Barre, WBRE.....Deire Parker

Rhode Island

Providence, WJAR.....Mrs. Howard P. Wood

South Carolina

Anderson, WAIM.....Marguerite Watson
Columbia, WCOS.....Ann Riordan

South Dakota

Sioux Falls, KSOO.....Connie Hanson
Yankton, WNAX.....Wynn Rubler

Tennessee

Chattanooga, WDOD.....Billie Ansel
Knoxville, WNOX.....Lenore Goddard

Texas

Abilene, KRBC.....Ann O. Smart
Austin, KNOW.....Esther Buffler
El Paso, KTSM.....Mrs. J. F. Kemendo
San Antonio, WOAI.....Doris Daniels

Vermont

Burlington, WCAX.....Bernice Baker

Virginia

Fredericksburg, WFVA.....Rowena Townsend
Harrisonburg, WSVA.....Mary Dixon

Washington

KXA.....Helen-Marie Brennan
Spokane, KFIO.....Dorothy Thomson
KFPY.....Edna Storms
Tacoma, KMO.....Gail Clark

West Virginia

Charleston, WCHS.....Melva Chernoff
Fairmont, WMMN.....Austine Slater

Wisconsin

Eau Claire, WEAU.....Betty Moskowitz
Milwaukee, WEMP.....Frieda Krieg

Wyoming

Powell, KPOW.....Norma McPherson
Sheridan, KWYO.....Nova Spracklin

COMMERCIAL NETWORK PROGRAMS

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Sponsor

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Product

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Program

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Network

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Advertising Agency

Complete Listing of Major Networks — Commercial Programs of 1944 —

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Dec. 31, 1944. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of the Blue Network, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast. Roche, Williams & Cunnyngham change to Roche, Williams & Cleary on July 1, 1944. Pedlar, Ryan & Lusk reverted to Pedlar & Ryan on October 1, 1944.

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ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead & Color Works Paints and Lin-X	The Shadow The Return of Nick Carter	Mutual Mutual	Henri, Hurst & McDonald, Inc.
Adam Hat Stores, Inc. Hats	Boxing Bouts Star for a Night	Blue Blue	Glicksman Advertising Co., Inc.
Admiral Corp., Chicago Institutional	World News Today	CBS	Curttenden & Eger
Alaska Pacific Salmon Co. Minute Man Soup	Breakfast At Sardi's	Blue	J. William Sheets—
	Breakfast At Sardi's	Blue—PC	J. William Sheets
Albers Milling Co. Cereal Products	Albers Homemakers' Hour	NBC	Foote, Cone & Belding
Allegheny-Ludlum Steel Corp. Institutional	Mother and Dad Steel Horizons	CBS Mutual	Walker & Downing
Allis-Chalmers Mfgé Co. Institutional	Boston Symphony	Blue	Compton Advertising, Inc.
Alum. Co. of America Institutional	Lighted Windows	NBC	Fuller & Smith & Ross, Inc.
Aluminum Co. of America Institutional	Miss Hattie	Blue	Fuller & Smith & Ross, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Bakeries Co. Bread, Cake, Crackers	Robert St. John	NC	Tucker, Wayne & Co.
American Bird Products Bird Food	American Radio Warblers	MBS	Weston-Barnett, Inc.
American Cigarette & Cigar Co. Pall Mall Cigarettes	Gracie Fields' Victory Show	MBS	Ruthrauff & Ryan, Inc.
	Believe It or Not	Blue	Ruthrauff & Ryan, Inc.
American Cynamid Co. Pharmaceuticals and Biologicals	The Doctors Talk It Over	Blue	Hazard Advertising Co.
American Dairy Assoc. Institutional	Voice of the Dairy Farmer	NBC	Campbell-Mithun, Inc.
American Home Products Corp. Anacin, Benefax, Bisodol, Kolynos	Our Gal Sunday	CBS	Dancer-Fitzgerald-Sample
	Romance of Helen Trent	CBS	Dancer-Fitzgerald-Sample
	Easy Aces	CBS	Dancer-Fitzgerald-Sample
	Mr. Keen, Tracer of Lost Persons	CBS	Dancer-Fitzgerald-Sample
	Galen Drake	CBS	W. Earl Bothwell
	Fletcher Wiley	CBS	W. Earl Bothwell
	Bert Wheeler	CBS	W. Earl Bothwell
American Home Products, Inc. Anacin	Just Plain Bill	NBC	Dancer-Fitzgerald-Sample
	Front Page Farrell	NBC—PC	Dancer-Fitzgerald-Sample
	Inspector Hawkes & Son	Blue—PC	Dancer-Fitzgerald-Sample
	Fleetwood Lawton	NBC—PC	J. Walter Thompson & Dancer-Fitzgerald-Sample
	Okay for Release	NBC—PC	J. Walter Thompson Co.
American Meat Institute Institutional	Life of Riley	Blue	Leo Burnett Co., Inc.
American Oil Company Gas & Oil	CBS World News	CBS	Joseph Katz Co.
	Edward R. Murrow	CBS	Joseph Katz Co.
American Tobacco Company Lucky Strike Cigarettes	Your Hit Parade	CBS	Foote, Cone & Belding
	Kay Kyser's Kollege of Musical Knowledge	NBC	Foote, Cone & Belding
	Your Alltime Hit Parade	NBC	Foote, Cone & Belding
	Jack Benny	NBC	Ruthrauff & Ryan
Anchor-Hock Glass Corp. Fire King Glass Products	Corliss Archer	CBS	Wm. H. Weintraub & Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Armour & Co. Meat and Dairy Products	Dateline Hedda Hopper's Hollywood	CBS	Foote, Cone & Belding
Armstrong Cork Company Quaker Rugs	Armstrong Theater of Today	CBS	Batten, Barton, Durstine & Osborn, Inc.
Austin Studios Photographs	Musical Portraits	Blue—PC	Glasser-Gailey & Co.
B			
B. T. Babbitt, Inc. Bab-O Cleanser	David Harum Lora Lawton	NBC NBC	Duane Jones Co. Duane Jones Co.
P. Ballantine & Sons Ballantine Beer & Ale	B'way Showtime Johnny Morgan Show	CBS CBS	J. Walter Thompson Co. J. Walter Thompson Co.
Ballard & Ballard Co. Ballard's Obelisk Flour	Renfro Valley Folks	CBS	Henri, Hurst & McDonald, Inc.
Bank of America National Trust & Savings Assoc. (Banking Service)	Sunday Night Salute	CBS—PC	J. Walter Thompson Co.
Barron-Gray Packing Co. Vegetable Cocktail	Breakfast at Sardi's	Blue—PC	Long Advertising Service
Barbasol Co. Shaving Cream	Dean Dickason Gabriel Heatter	CBS—PC MBS	Erwin Wasey & Co., Inc. Erwin Wasey & Co., Inc.
Herman Basch & Co. Fur Processing	Ona Munson in Hollywood	CBS	Kelly, Nason, Inc.
Bayuk Cigars Phillies	Sizing Up The News Sam Balter	MBS	Ivey & Ellington Inc.
Beaumont Co. Four Way Cold Tablets and Other Products	Lanny & Ginger	MBS	Donahue & Coe, Inc.
Bekins Van & Storage Co. Storage	Harry W. Flannery Remember Hour	CBS—PC Blue	Brooks Advertising Agency Brooks Advertising Agency
Bell Telephone Co. Institutional	Telephone Hour	NBC	N. W. Ayer & Son, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Beneficial Casualty Insurance Co. Insurance	Radio News Weekly	Blue	Hillman-Shane-Breyer
Ben-Hur Products, Inc. Ben-Hur Coffee	Hollywood Showcase Hedda Hopper Aunt Mary	CBS—PC CBS NBC	Barton A. Stebbins Advertising Agency Foote, Cone & Belding Barton A. Stebbins Adv. Agency
Boots Aircraft Nut Corp. Institutional	Wide Horizons	MBS	Cecil & Presbey, Inc.
Borden Co. Hemo, Milk and Ice Cream	Fannie Hurst Presents Happy Island	Blue Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Botany Worsted Mills Botany Cosmetics	One Woman's Opinion—Lisa Sergio	Blue	Alfred J. Silberstein, Inc.
Bourjois, Inc. (Evening In Paris) Cosmetics	Here's To Romance	CBS	Foote, Cone & Belding
Bowey's Inc. Dari-Rich Products	Stars Over Hollywood Dicken's Christmas Carol	CBS CBS	Sorenson & Co. Sorenson & Co.
A. S. Boyle Co. Old English Wax	Breakfast At Sardi's	Blue—PC	J. Walter Thompson Co.
Breck, Inc., John H. Breck Hair Shampoo	Beautiful Music	Blue	Charles H. Sheldon Adv.
Bristol Myers Co. Ipana, Sal Hepatica and Vitalis	Time To Smile The Alan Young Show	NBC NBC, Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Bristol Myers Co. Vitalis, Ingraham Shaving Cream	Mr. District Attorney	NBC	Pedlar & Ryan, Inc.
Bristol Myers Co. Mum and Ipana	Parker Family Gracie Fields	Blue Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Bristol Myers Co. Ipana, Minut-Rub	Duffy's Duffy's	Blue NBC	Young & Rubicam, Inc. Young & Rubicam, Inc.
Bristol Myers Co. Sal Hepatica & Minit-Rub	Nit Wit Court	Blue	Young & Rubicam, Inc.
Brown Shoe Co., Inc. Salt	Smiling Ed McConnell	NBC—PC	Leo Burnett

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Brown & Williamson Tobacco Corp.			
Raleigh's	Red Skelton & Co.	NBC	Russel M. Seeds Co., Inc.
	Beat the Band	NBC	Russel M. Seeds Co., Inc.
Bugler Tobacco	People Are Funny	NBC	Russel M. Seeds Co., Inc.
	Harry Flannery, News	CBS—PC	Russel M. Seeds Co., Inc.
Bunte Bros. Candy	World Front	NBC	Presba, Fellers & Presba, Inc.
W. Atlee Burpee Co. Seed Products	Garden Gate	CBS	Flagler Adv., Inc.
Business Men for Roosevelt, Inc. Political	Franklin D. Roosevelt	CBS	Green-Brodie, Inc.
	Orson Welles	CBS	Green-Brodie, Inc.
Bu-Tay Products "Raindrops" (Water Softener)	World of Tomorrow	Blue—PC	Glasser-Gailey & Co.
C			
Horace T. Cahill, Republican Candidate for Governor of Massachusetts. Political	Horace T. Cahill	CBS	Cotter Advertising Agency
California Committee for Right to Work Political		CBS—PC	Advertising Arts Agency
California Prune & Apricot Growers Assn. Sunsweet Prunes	Dave Vaile, News	CBS—PC	Long Advertising Service
Campana Sales Corp. Solitair Cake Make-up	Don't You Believe It	CBS—PC	Wallace-Ferry-Hanly Co.
Campana Sales Corp.			
Campana Balm, DDD, Dreskin, Coolies, Solitaire Cake Make-up, Hand Cream	Grand Hotel	NBC	Aubrey, Moore & Wallace, Inc.
	Campana Serenade	CBS	Wallace-Ferry-Hanly Co.
	First Nighter	MBS	Wallace-Ferry-Hanly Co.
Campbell Cereal Co. Malt-O-Meal	Graeme Fletcher	NBC	Raymond R. Morgan
Campbell Soup Co.			
Soups, Tomato Juice, Beans	Radio Reader's Digest	CBS	Ward Wheelock Co.
	Amos and Andy	CBS	Ward Wheelock Co.
	Milton Berle Show	CBS	Ward Wheelock Co.
	The Jack Carson Show	CBS	Foote, Cone & Belding
Carey Salt Co. Salt	Boake Carter	MBS	McJunkin Adv. Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Carnation Co. Carnation Milk	Carnation Contented Hour	NBC	Erwin Wasey & Co., Inc.
Carter Products, Inc. Little Liver Pills & Arrid	Keepsakes Deadline Dramas Jimmie Fidler—Hollywood Gossip	Blue Blue Blue	Ted Bates, Inc. Ted Bates, Inc. Small & Seiffer, Inc.
Celanese Corp. of America Celanese Products	Great Moments In Music	CBS	Young & Rubicam, Inc.
Centaur Company Molle Shave Cream	The Molle Mystery Theatre	NBC	Young & Rubicam, Inc.
Chatham Mfg. Co. Blankets	Chatham Shopper—Lois Long Chatham Shopper and 3 Sons	Blue Blue	The M. H. Hackett Co. The M. H. Hackett Co.
Chef Bay-Ar-Dee, Inc. Spaghetti Dinner	Boake Carter What's Cooking	MBS Blue	McJunkin Advertising Co. McJunkin Advertising Co.
Chemicals, Inc. Vano Household Chemicals	Deane Dickason News	CBS—PC CBC	Garfield & Guild, Adv. Garfield & Guild, Adv.
Chesapeake & Ohio Railroad Co. Service	Let's Face the Issue	MBS	Kenyon & Eckhardt, Inc.
Chesebrough Mfg. Co. Vaseline Products	Dr. Christian	CBS	McCann-Erickson, Inc.
Chicago Burlington & Quincy R.R. Institutional	Pioneer Zephyr Birthday Party	Blue	Reincke, Ellis, Younggreen & Finn
Chrysler Corp. Institutional	Major Bowes' Amateur Hour	CBS	Ruthrauff & Ryan
Citizen's Committee Against Proposition No. 12 Political		CBS	Clarence B. Juneau
Cities Service Co. Institutional	Cities Service Concert Highways in Melody	NBC NBC	Foote, Cone & Belding Foote, Cone & Belding
D. L. Clark Company Candies & Teaberry Gum	Where Do We Stand Good Will Hour Mary Small Revue	Blue MBS Blue	Walker & Downing Walker & Downing Walker & Downing

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Coca-Cola Co.	Pause That Refreshes On The Air	CBS	D'Arcy Advertising Co., Inc.
Coca-Cola	Spotlight Bands	Blue	D'Arcy Advertising Co., Inc.
	Songs By Morton Downey	Blue	D'Arcy Advertising Co., Inc.
	U. S. Treasury Program	Blue	D'Arcy Advertising Co., Inc.
Coldstream Products Co.	Money on the Line	CBS—PC	McCann-Erickson, Inc.
Sunnybank Margarine			
Colgate-Palmolive-Peet Co.	Can You Top Th's?	NBC	Ted Bates, Inc.
Palmolive Shave Cream	Sports Newsreel of the Air	NBC	Sherman & Marquette, Inc.
Colgate Tooth Paste	Million Dollar Band	NBC	Ted Bates, Inc.
Palmolive Soap	Judy Canova	CBS	Sherman & Marquette, Inc.
Colonial Dames, Inc.	Kay Kyser's College of Musical Knowledge	NBS	Ted Bates, Inc.
Cosmetics	Blondie	CBS—Blue	Wm. Esty & Co., Inc.
	Inner Sanctum	CBS	Ted Bates, Inc., & Sherman & Marquette, Inc.
	Bob Greene	CBS—PC	
	Song of the Week	CBS—PC	Glasser-Gailey & Co.
Council On Candy As Food In The War Effort	Washington Reports on Rationing	NBC	Batten, Barton, Durstine & Osborn Inc.
Consolidadted Royal Chemical Co., Inc.	Ten O'Clock Wire	CBS—PC	Arthur Meyerhoff & Co.
Kranks Shave Cream			
Consolidated Democrats of North Carolina		CBS	Hugh A. Deadwyler
Political			
Conti Products	Treasure Hour of Song	MBS	Bermingham, Castleman & Pierce, Inc.
Conti Shampoo & Soap	Starlight Serenade	MBS	Bermingham, Castleman & Pierce, Inc.
Continental Baking Co.	Bachelor's Children	CBS	Ted Bates, Inc.
Wonder Bread			
Corley Diet Food Co.	Dr. Sweetland	Blue—PC	Rhoades & Davis
Dr. Corley's Lax			
Corn Products Refining Co.	Stage Door Canteen	CBS	C. L. Miller Company
Dextrose, Mazola, Other Products			
Coronet Magazine	Coronet Little Show	MBS	Schwimmer & Scott
Coronet Magazine			
Cream of Wheat Corp.	Let's Pretend	CBS	Batten, Barton, Durstine & Osborn, Inc.
Cream of Wheat Cereal			

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Cresta Blanca Wine Co. Cresta Blanca Wines	This Is My Best	CBS	Batten, Barton, Durstine & Osborn, Inc.
Cudahy Packing Co. Delrich Old Dutch Cleanser	Something To Talk About Helpmate Tena & Tim	CBS NBC CBS	Grant Advertising, Inc. Grant Advertising, Inc. Grant Advertising, Inc.
Curtis Publishing Co. Saturday Evening Post	The Listening Post Four Freedoms War Bond Show	Blue Blue	MacFarland, Aveyard & Co. MacFarland, Aveyard & Co.
Curtiss Candy Co. Candy Products	Warren Sweeney	CBS	C. L. Miller Company
Cummer Products Co. Energine	My Best Girls Battle Of The Sexes	Blue Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.

D

Day & Night Mfg. Co. Water Heaters and Equipment	Dr. Wallace Sterling—News	CBS—PC	Hixon-O'Donnell Adv., Inc.
Deisel, Wemmer, Gilbert Co. R. G. Dun Cigars	Smoke Rings	Blue	Century Advertising Agency
Delaware, Lackawanna, Western Coal Co. Blue Coal	The Shadow	MBS	Ruthrauff & Ryan, Inc.
Denalan Company Denalan Tooth Powder	Buddy Twiss	Blue—PC Blue	Rhoades & Davis
Doctor Pepper Co. Soft Drinks	Fun Valley With Al Pearce Darts for Dough	 Blue	Tracy-Locke Co., Inc. Tracy-Locke Co., Inc.
Dodge Boat & Plane Corp. Institutional	Army-Navy "E" Award	Blue	
Douglas Shoes Shoes	John Stanley	MBS	Harold Cabot & Co., Inc.
Dubonnet Corp. Dubonnet Wine, Vermouth	Your Date With Xavier Cugat Red Cross in Action Stop That Villain	MBS MBS MBS	William H. Weintraub & Co., Inc. Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
Duffy-Mott Company Mott Products	What's Your Idea?	MBS	Al Paul Lefton Company, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
E. I. Du Pont de Nemours & Co. Institutional	Cavalcade of America	NBC	Batten, Barton, Durstine & Osborn, Inc.
Dwight Edwards Co. Dwight Edwards Coffee	Rhythm Inn	CBS—PC	McCann-Erickson, Inc.
E			
Eastern Outfitting Co. Brandbury Clothes	Walter Duranty	Blue—PC	Robert Smith Adv. Agency
Electric Companies Advertising Program Institutional	Report To The Nation The Electric Hour—Nelson Eddy	CBS CBS	N. W. Ayer & Son, Inc. N. W. Ayer & Son, Inc.
Electric Auto Lite Co. Institutional	Everything for the Boys The Ronald Colman Show	NBC NBC	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
Electrical Research Labs., Inc. Institutional	John W. Vandercook	NBC	Evans Associates
Elgin National Watch Co. Watches	Nero Wolfe Keep Up With the World	Blue Blue	J. Walter Thompson Company J. Walter Thompson Company
Elgin National Watch Co. Institutional	Elgin Thanksgiving Show Elgin Christmas Shows	CBS CBS	J. Walter Thompson Company J. Walter Thompson Company
Emerson Radio & Phonograph Corp. Institutional	Green Valley, U.S.A. You Can't Take It With You	MBS MBS	Wm. H. Weintraub & Co., Inc. Wm. H. Weintraub & Co., Inc.
Emerson Drug Company Bromo-Seltzer	Ellery Queen Vox Pop	NBC CBS	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc., McCann-Erickson, Inc.
Employers Group Ins. Co. Insurance	Cedric Foster—News	MBS	H. B. Humphrey Company
Englander Co. Beds, Springs, Mattresses	We Who Dream	CBS	The Biow Co., Inc.
Esquire, Inc. Coronet Magazine	Coronet Story Teller Coronet Quick Quiz	Blue Blue	The Biow Co., Inc. The Biow Co., Inc.
Eversharp, Inc. Pens & Pencils, Red Top Lead	Take It Or Leave It Let Yourself Go—Milton Berle	CBS CBS—Blue	The Biow Co., Inc. The Biow Co., Inc.

F

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Falstaff Brewing Co. Beer	Falstaff Show	Blue	Dancer-Fitzgerald-Sample
Ferry-Morse Seed Co. Garden Seeds	Cabbages & Queens	Blue—PC	
Firestone Tire & Rubber Co. Tires and Tubes	Voice Of Firestone	NBC	Sweeney & James Co.
Fisher Flouring Mills, Inc. Wheat Cereals and Filour	James Abbe Pictures the News	NBC—PC	Pacific National Adv. Agency
	Louis P. Lochner	NBC—PC	Pacific National Adv. Agency
	Breakfast At Sardi's	Blue—PC	Pacific National Adv. Agency
	James Abbe Observes	Blue—PC	Pacific National Adv. Agency
	Radio Parade	Blue—PC	Pacific National Adv. Agency
F. W. Fitch Co. Fitch Hair Products	Fitch Bandwagon	NBC	L. W. Ramsey Co.
	News Of The World	NBC	L. W. Ramsey Co.
J. A. Folger Coffee Co. Coffee	Breakfast at Sardi's	Blue	Raymond R. Morgan Co.
Ford Motor Company Ford Motors	Watch The World Go By	Blue	J. Walter Thompson Co.
	Stars of the Future	Blue	J. Walter Thompson Co.
	Greenfield Chapel Service	Blue	J. Walter Thompson Co.
	Early American Dance Music	Blue	J. Walter Thompson Co.
Formfit Co. Foundation Garments	Dick Brown Show	MBS	Buchanan & Co.
"42" Products, Inc. Hair Oil and Other Products	This Is My Story	CBS—PC	Hillman-Shane-Breyer, Inc.

G

Gallenkamp Stores Co. Shoes	Tobe Reed	CBS—PC	Long Adv. Service
Garrett & Co., Inc. Virginia Dare Wines	Silent Night	Blue	Ruthrauff & Ryan, Inc.
General Cigar Co. White Owl Cigars	Henry Gladstone	MBS	J. Walter Thompson Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Electric Co. Lamps, Institutional	Hour Of Charm	NBC	Batten, Barton, Durstine & Osborn, Inc., and Foster & Davies, Inc.
	The World Today	CBS	Maxon, Inc., B. B. D. & O., Inc., Young & Rubicam, Inc.
General Foods Corp. Grape-Nuts Flakes	Jack Benny	NBC	Young & Rubicam, Inc.
General Foods Corp. Wheatmeal & Grape-Nuts Flakes,	Those We Love	NBC	Young & Rubicam, Inc.
General Foods Corp. Post Toasties, Swansdown	Night Editor	NBC	Benton & Bowles, Inc., Young & Rubicam, Inc.
General Foods Corp. Birdseye Frosted Foods	Dinah Shore's Open House	NBC	Benton & Bowles, Inc.
General Foods Corp. Post Toasties	The Thin Man	NBC	Benton & Bowles, Inc.
General Foods Corp. Maxwell House Coffee, Grapenut Flakes	Those We Love	NBC	Benton & Bowles, Inc. Young & Rubicam, Inc.
General Foods Corp. Postum	Aldrich Family	NBC	Young & Rubicam, Inc.
General Foods Corp. Swansdown, Calumet	Kate Smith Speaks	CBS	Young & Rubicam, Inc.
General Foods Corp. Post's 40% Bran Flakes	Young Dr. Malone	CBS	Benton & Bowles, Inc.
General Foods, Inc. Grape Nut Flakes	Hop Harrigan	Blue	Young & Rubicam, Inc.
General Foods, Inc. Diamond Crystal, Baker's Chocolate	When a Girl Marries	NBC	Benton & Bowles, Inc.
General Foods, Inc. Post's 40% Bran Flakes	Portia Faces Life We Love and Learn	NBC NBC	Benton & Bowles, Inc. Benton & Bowles, Inc.
General Foods Corp. La France, Satina, Post Raisin Bran, Postum	Two On A Clue	CBS	Young & Rubicam, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Foods Corp. Postum	Aldrich Family	NBC	Young & Rubicam, Inc.
General Foods Corp. Maxwell House Coffe	Maxwell House Coffee Time	CBS	Benton & Bowles, Inc.
General Foods Corp. Post Toasties, Maxwell House Coffee, Grape Nuts, Grape Nut Flakes	Adventures of the Thin Man	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
General Foods Corp. Jello, Sanka Coffee, Jello Pudding	Kate Smith Hour	CBS	Young & Rubicam, Inc.
General Foods Corp. Wheatmeal, Grape-Nuts Flakes	Portia Faces Life We Love & Learn Joyce Jordan, M.D.	CBS CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc. Young & Rubicam, Inc.
General Foods Corp. La France, Satina, Post Raisin Bran, Gaines Dog Food	Joyce Jordan, M.D.	CBS	Young & Rubicam, Inc.
General Foods Corp. Bird's Eye Frosted Foods	Dinah Shore Program	CBS	Young & Rubicam, Inc.
General Foods Corp. Post Toasties	Toasties Time With Fannie Brice	CBS	Benton & Bowles, Inc.
General Mills, Inc. Soft-As-Silk Flour, Kiz Kitchen-tested Flour, Betty Crocker Soup	Light of the World Women in White	NBC-CBS NBC	Dancer-Fitzgerald-Sample, Knox-Reeve Adv. Agency
General Mills, Inc. Betty Crocker's Soup, Wheaties	Guiding Light	NBC	Knox-Reeves Adv. Agency
General Mills, Inc. Soft-As-Silk Cake Flour and Soup	Hymns of All Churches Betty Crocker Melodies of Home	NBC NBC NBC	Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample
General Mills, Inc. Bisquick Cheerioats	Valiant Lady Valiant Lady	CBS CBS	Knox Reeves Advertising, Inc. Dancer-Fitzgerald-Sample
General Mills, Inc. Wheaties	Kitty Foyle Nelson Pringle	CBS CBS—PC	Knox Reeves Advertising, Inc. Knox Reeves Advertising, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Mills, Inc. Cheerioats Bisquick	Today's Children	NBC	Dancer-Fitzgerald-Sample, Knox-Reeves Adv. Agency
General Mills, Inc. Cheerioats Wheaties	Lone Ranger Jack Armstrong John Gunther	Blue Blue Blue	Dancer-Fitzgerald-Sample Knox-Reeves Adv., Inc. Knox-Reeves Adv., Inc.
General Motors Corp. Institutional	General Motors Symphony of the Air Presenting NBC Symphony	NBC	Arthur Kudner, Inc.
Gillette Safety Razor Co. Razor and Blades, Cream	Sports Broadcasts— Boxing—Baseball World Series Football, Orange Bowl, Sugar Bowl, All-Star Baseball Game, Kentucky Derby, Army-Navy Football Game.	MBS CBS	Maxon, Inc. Maxon, Inc.
Gilmore Oil Co. Gas and Oil	Furlough Fun	NBC—PC	Ruthrauff & Ryan, Inc.
B. F. Goodrich Co. Institutional	Joseph C. Harsch, News	CBS	Batten, Barton, Durstine & Osborn, Inc.
Goodyear Tire & Rubber Co. Institutional	Salute to Youth	NBC	Arthur Kudner, Inc.
Goodyear Tire & Rubber Co. Heels and Soles	Hook'n Ladder Follies Melody Round-up	NBC	N. W. Ayer & Son, Inc.
Goodyear Tire & Rubber Co., Inc. Institutional	The Star and the Story With Walter Pidgeon	CBS	Young & Rubicam, Inc.
Goodyear Tire & Rubber Co., Inc. Service	Roy Rogers Show	MBS	Young & Rubicam, Inc.
Gospel Broadcasting Ass'n Evangelical Talks	Old Fashioned Revival Hour Pilgrim Hour	MBS MBS	R. H. Alber Co. R. H. Alber Co.
Gotham Hosiery Co. Hosiery	Strictly Personal— Pegeen Fitzgerald	MBS	Sterling Adv. Agency, Inc.
Grove Laboratories, Inc. Cold Tablets, B Complex Vitamin Pills	Roy Dady 10 o'Clock Wire Reveille Roundup Cedric Foster	MBS CBS—PC NBC MBS	Russel M. Seeds, Inc. Russel M. Seeds, Inc. Russel M. Seeds, Inc. Russel M. Seeds, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Grove Laboratories, Inc. Cold Tablets, B Complex Vitamins	Bill Haworth Riders of the Purple Sage	CBS—PC CBS—PC	Russel M. Seeds, Inc., Donohue & Co., Inc. Russel M. Seeds, Inc.
Grove Laboratories, Inc. Cold Tablets, Vitamins	Okay for Release	NBC—PC	Russel M. Seeds, Inc.
Grove Laboratories, Inc. 4-Way Cold Tablets, Defender Vitamins	Your Sunday News Extra— Leland Stowe Your Sunday News Extra— George Gunn	Blue Blue	Donohue & Coe Co., Inc. Donohue & Coe Co., Inc.
Gulf Oil Corp. Gas, Oil, Lubricants	We, the People	CBS	Young & Rubicam, Inc.
Gum Laboratories Ivoryne Chewing Gum	Hello, Sweetheart	Blue	McJunkin Adv. Co.

H

Hall Brothers, Inc. Hallmark Greeting Cards	Meet Your Navy Hallmark's Charlotte Greenwood Show	Blue Blue	Henry, Hurst & McDonald, Inc. Foote, Cone & Belding
Hartz Mountain Products Mountain Bird Foods	Canary Pot Show	MBS	George H. Hartman Co.
Francis D. Harrigan Political	Francis D. Harrigan	CBS	Copley Adv. Co.
Harvel Watch Company Watches	John B. Kennedy	Blue	A. W. Lewin Co., Inc.
Hastings Mfg. Co. Piston Rings & Casite	Earl Godwin	Blue	Keeling & Co., Inc.
H. J. Heinz Co. Food Products	Information, Please Vacation Serenade	NBC NBC	Maxon, Inc. Maxon, Inc.
Helbros Watch Co. Watches	Pick and Pat Time Quick As a Flash	MBS MBS	Wm. H. Weintraub Co. Wm. H. Weintraub Co.
Hires, The Charles E. Company Hire's Root Beer	Heidt Time for Hires	Blue	N. W. Ayer & Son, Inc.
Hoffman Radio Corp. All Products	Chet Huntley, Dr. Wallace Sterling	CBS—PC CBS—PC	Hixon-O'Donnell Adv., Inc. Hixon-O'Donnell Adv., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Holland Furnace Co. Furnaces, Equipment	World News Roundup	NBC	Roche, Williams & Cleary
Hudson Coal Co. D & H Anthracite	CBS News of the World	CBS	Clements Company, Inc.
Hunt Bros. Packing Cannery, Tomato Sauce and all Products	Deane Dickason Galen Drake William Winter	CBS—PC CBS—PC CBS—PC	Garfield & Guild Garfield & Guild Garfield & Guild
I			
International Silver Co. Sterling and 1847 Rogers Bros. Silver	Edward R. Murrow Silver Theater	CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc.
J			
Jantzen Knitting Mills Antiseptic After Shave Lotion	Chet Huntley, Dr. Wallace Sterling	CBS—PC CBS—PC	Botsford, Constantine & Gardner Botsford, Constantine & Gardner
Jaques Mfg. Co. K-C Baking Powder	K-C Jamboree	NBC	Leo Burnett
Andrew Jergens Co. Jergens Lotion	Hollywood Mystery Time Tonight In Hollywood	CBS—PC CBS—PC	Lennen & Mitchell, Inc. Lennen & Mitchell, Inc.
Andrew Jergens Co. Jergens Lotion & Woodbury Products	Jergens Journal— Walter Winchell	Blue	Lennen & Mitchell, Inc.
Andrew Jergens Co. Woodbury Soap and Cosmetics	Hollywood Mystery Time Chamber Music Society of Lower Basin Street	Blue Blue	Lennen & Mitchell, Inc. Lennen & Mitchell, Inc.
Andrew Jergens Co. Woodbury Face Cream, Powder, Soap	Louella Parsons Mr. and Mrs. North	Blue NBC	Lennen & Mitchell, Inc. Lennen & Mitchell, Inc.
S. C. Johnson & Son Floor Wax	Fibber McGee & Molly	NBC	Needham, Louis & Brorby, Inc.
Johns-Manville Corp. Building Materials	Bill Henry—News	CBS	J. Walter Thompson Co.
Johnson & Johnson Red Cross Div.	Edwin C. Hill	CBS	Young & Rubicam, Inc.
Johnstone Drug Sales Corp. Buckley's Canadiol Mixture	Hollywood Barn Dance	CBS—PC	Armand S. Weill Co., Inc.

K

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Kay Jewelry Co. Jewelry	Bob Anderson	CBS—PC	Garfield & Guild, Adv.
Kelite Products, Inc. Kenn Cleanser	Sam Hayes—Spectator	Blue—PC	Little & Co.
Kellogg Company Pep	Breakfast at Sardi's	Blue—PC	Kenyon & Eckhardt, Inc.
Kellogg Company Kellogg Products	Breakfast Club	Blue	Kenyon & Eckhardt, Inc.
Kellogg Company Gro-Pup and All Bran	Kellogg News	Blue	Kenyon & Eckhardt, Inc.
Kellogg Company Kellogg Products	Jack Berch and His Boys Tom Brenneman's Highlights	MBS—Blue Blue—PC	Kenyon & Eckhardt, Inc. Kenyon & Eckhardt, Inc.
Kellogg Company Pep	Superman	MBS	Kenyon & Eckhardt, Inc.
Kem-Tone Kem-Tone	Dunninger	Blue	Newell-Emmett Co.
Kerr Glass Mfg. Co. Mason Jars and Caps	Breakfast at Sardi's	Blue—PC	Raymond R. Morgan Co.
Kraft Cheese Co. Food Products	Kraft Music Hall—Bing Crosby The Great Gildersleeve	NBC NBC	J. Walter Thompson Company Needham, Louis & Brorby, Inc.

L

Lady Esther, Ltd. Cosmetics	Screen Guild Players	CBS	The Biow Co.
Lamont, Corliss & Co. Pond's Cold Cream	Eleanore King	CBS—PC	J. Walter Thompson
Langendorf United Bakeries Bakery Products	Red Ryder A Song Is Born	Blue—PC NBC	Pacific Coast Adv. Co. Pacific Coast Adv. Co.
Larus & Brother Co. Chelsea Cigarettes	Guy Lombardo in Musical Autographs	Blue	Warwick & Legler, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Lehn & Fink Products Hinds Cream, and Products	Blind Date	Blue	William Esty & Co., Inc.
Frank H. Lee Co. Hats	Dale Carnegie	MBS	Bermingham, Castleman & Pierce, Inc.
Lever Brothers Co. Rinso, Vimms	Amos n' Andy	NBC	Ruthrauff & Ryan, Inc.
	Frank Sinatra Show	CBS	J. Walter Thompson
Lever Brothers Co. Lifebuoy Soap	Bob Burns, Arkansas Traveler	NBC	Ruthrauff & Ryan, Inc.
	Big Sister	CBS	Ruthrauff & Ryan, Inc.
Rinso	Charlie Chan	NBC	Ruthrauff & Ryan, Inc.
	Boston Blackie	CBS	Ruthrauff & Ryan, Inc.
Lever Bros. Co. Lux Toilet Soap	Lux Radio Theater	CBS	J. Walter Thompson Co.
Lever Bros. Co. Swan Soap	Bright Horizon	CBS	Young & Rubicam, Inc.
	Burns & Allen	NBC	Young & Rubicam, Inc.
Lever Bros. Co. Spry	Aunt Jenny	CBS	Ruthrauff & Ryan, Inc.
Lewis-Howe Company Tums and N.R.	Let's Be Charming	MBS	Roche, Williams & Cunnyngham, Inc.
	Correction, Please	CBS	Roche, Williams & Cleary, Inc.
	Treasure Chest	NBC	Roche, Williams & Cunnyngham, Inc.
	American Woman's Jury	MBS	Roche, Williams & Cleary, Inc.
	Al Pearce in Here Comes Elmer	CBS	Newell-Emmett Co.
	A Date With Judy	NBC	Newell-Emmett Co.
Libby, McNeill & Libby Meat Products	My True Story	Blue	J. Walter Thompson Co.
Liggett & Myers Tobacco Co. Chesterfield Cigarettes	Harry James and His Music Makers	CBS	Newell-Emmett Co.
	Fred Waring	NBC	Newell-Emmett Co.
	Chesterfield Music Shop	NBC	Newell-Emmett Co.
	Chesterfield Supper Club	NBC	Newell-Emmett Co.
	John Nesbitt	CBS	Newell-Emmett Co.
	Music That Satisfies	CBS	Newell-Emmett Co.
Lockheed Aircraft Corp. Institutional, Transportation	America—Ceiling Unlimited	CBS	Foote, Cone & Belding
	A Man Called "X"	CBS—Blue	Foote, Cone & Belding

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
P. Lorillard Co. Old Golds	Comedy Theatre	NBC	Lennen & Mitchell, Inc.
	Allen Jones-F. Carle	CBS	J. Walter Thompson Co.
	Allen Jones-W. Herman	CBS	J. Walter Thompson Co.
	Which Is Which	CBS	Lennen & Mitchell, Inc.
	Monty Woolley, Sammy Kaye and Orchestra	CBS	J. Walter Thompson Co.
	Jackie Gleason-Les Tremayne Show	NBC	J. Walter Thompson Co.
Los Angeles Soap Co. White King Soap Sierra Pine Soap	Bob Anderson	CBS—PC	Raymond R. Morgan Co.
	Art Baker—News	NBC—PC	Raymond R. Morgan Co.
Loyal Order of Moose Insurance	Moose Fireside Party	MBS	L. W. Ramsey Co.
Lumberman's Mutual Casualty Co. Insurance	Upton Close—News	MBS	Leo Burnett Co., Inc.
George W. Luft Co. Cosmetics	Tangee Varieties	MBS—Blue	Warwick & Legler, Inc.
Lutheran Laymen's League Religious	Lutheran Hour	MBS	Gotham Advertising Co.
Lyon Van & Storage Co. Storage & Moving	Andy & Virginia	Blue—PC	Batten, Barton, Durstine & Osborn, Inc.
M			
MacMillan Petroleum Corp. Gas & Oil	H. V. Kaltenborn	NBC—PC	Logan & Arnold
McKesson & Robbins, Inc. M. & R. Products	Joe E. Brown—Stop or Go	Blue	J. D. Tarcher & Co.
	Wm. Winter & Chet Huntley	CBS—PC	
Mail Pouch Tobacco Co. Tobacco	Counterspy	Blue	Walker & Downing
Manhattan Soap Company Sweetheart Soap	Scramby Andy	NBC—Blue	Franklin Bruck Adv. Corp., Duane Jones Co.
	Bill Haworth—Strange Romance of	CBS—PC	Franklin Bruck Adv. Corp., Duane Jones Co.
	Evelyn Winters	CBS	Duane Jones Co.
Maryland Pharmaceutical Co. Rem & Rel	Bob Trout	CBS	Joseph Katz Co.
	Words in the News	MBS	Joseph Katz Co.
	How Do You Say It?	MBS	Joseph Katz Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Mars, Inc. Candy	Dr. I.Q.	NBC	Grant Advertising, Inc.
George S. May Co. Institutional	Tam-O-Shanter Golf Tourney	NBC	Jim Duffy Co.
Mennen Company Shaving and Toilet Articles	Bill Haworth—Bob Greene—News	CBS—PC	Russel M. Seeds Co., Inc.
	Ed Sullivan Entertains	CBS	Russel M. Seeds Co., Inc.
The Mentholatum Co. Mentholatum	What's Doing Ladies?	Blue—PC	J. Walter Thompson Co.
Metro-Goldwyn-Mayer Motion Pictures	People's Reporter	MBS	Donahue & Co.
	Screen Test	MBS	Donahue & Co.
	Screen Test Preview	MBS	Donahue & Co.
Miles Calif. Co. One-A-Day Vitamins	Lady of the Press	CBS—PC	Wade Advertising Agency
	Story of Sandra Martin	CBS—PC	Wade Advertising Agency
Miles Laboratories, Inc. Alka-Seltzer and Vitamins	Quiz Kids	Blue	Wade Advertising Agency
	Lum and Abner	Blue	Wade Advertising Agency
	News of the World	NBC	Wade Advertising Agency
	National Barn Dance	NBC	Wade Advertising Agency
Minneapolis-Honeywell Regulator Company Electronics, Control Units, Heat Regulators	Blue Jacket Choir	CBS	Addison Lewis & Associates
Modern Food Process Co. Thrivo Vogt's Philadelphia Scrapple	Little Betsy Ross Girl	NBC	The Clements Company, Inc.
Moffet Co. Polar Frozen Foods	What's Doing Ladies?	Blue—PC	Erwin, Wasey & Co.
Benjamin Moore & Co. Paints and Varnishes	Betty Moore	NBC	Direct
John Morrell & Co. Red Heart Dog Food	Bob Becker Chats About Dogs	CBS	Henri, Hurst & McDonald, Inc.
	Bob Becker's Pet Parade...	NBC	Henri, Hurst & McDonald, Inc.
	Alex Dreier	NBC	Henri, Hurst & McDonald, Inc.
Philip Morris & Co., Ltd. Cigarettes and Tobacco	Johnnie Presents—Ginny Simms	NBC	Biow Company, Inc.
	Crime Doctor	CBS	Biow Company, Inc.
	It Pays To Be Ignorant	CBS	Biow Company, Inc.
C. F. Mueller Co. Macaroni Products	Morning Market Basket	CBS	Duane Jones Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Mutual Benefit Health & Accident Assn. Insurance	Freedom Of Opportunity	MBS	Arthur Meyerhoff & Co.
N			
Nat'l Bd. of Fire Underwriters Fire Insurance	Leland Stowe	Blue	MacFarland, Aveyard & Co.
National Small Business Men's Assoc. Public Relations	Abe Lincoln's Story	MBS	Schwimmer & Scott
Nash-Kelvinator Corp. Nash Motor Cars, Kelvinator Refrigerators	Andrews Sisters Show	Blue	Geyer, Cornell & Newell, Inc.
Northwestern Yeast Co. Yeast Foam	Songs of a Dreamer	Blue	MacFarland, Aveyard & Co.
Noxzema Chemical Co. Skin and Shaving Cream	Mayor of the Town	CBS	Ruthrauff & Ryan, Inc.
O			
O'Cedar Corp. Mops and Floor Polish	Hot Copy Time Views the News	Blue Blue	Aubrey, Moore & Wallace, Inc. Aubrey, Moore & Wallace, Inc.
O'Sullivan Rubber Co. O'Sullivan Heels	Leon Henderson	Blue	Advtg. & Sales Council, Inc.
Owens-Illinois Glass Co. Institutional	Broadway Matinee Fred Waring Program	CBS Blue	J. Walter Thompson Co. J. Walter Thompson Co.
P			
Pabst Sales Co. Pabst Blue Ribbon Beer	Blue Ribbon Town Kenny Baker Program	CBS	Warwick & Legler, Inc.
Pacific Coast Borax Co. Borax Products	Death Valley Days Death Valley Sheriff	CBS	McCann-Erickson, Inc.
Pacific Greyhound Lines, Inc. Travel	Short, Short Stories Stories of the West	CBS—PC CBS—PC	Beaumont & Hohman, Inc. Beaumont & Hohman, Inc.
Pacific Guano Co. Garden Fertilizer	Look Who's Here	Blue—PC	D. E. Hopfer Industrial Adv.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Packard Bell Co. Radios, Phonographs, All Products	News Makers The Press Club	NBC—PC CBS—PC	Barton A. Stebbins, Adv. Agency Barton A. Stebbins, Adv. Agency
Parker Pen Co. Quink, Pens, Pencils	Bob Trout—Ned Calmer, News	CBS	J. Walter Thompson Co.
Parker Watch Co. Watches	These Are Our Men	NBC	Sterling Adv. Agency
Pepsodent Co. Toothpaste & Toothbrushes	Bob Hope Charlotte Greenwood	NBC NBC	Foote, Cone & Belding Foote, Cone & Belding
Peter Fox Brewing Co. Beer	Fox Deluxe Variety Hall	Blue	Schummer & Scott Adv. Agency
Peter Paul, Inc. Ten Crown Gum and Mounds	Graeme Fletcher	NBC	Brisacher, Van Norden & Staff, Inc.
Peter Paul, Inc. Candy Bars, Chocolates	Truman Bradley—Sam Hayes—News	CBS—PC Blue—PC	Brisacher, Van Norden & Staff, Inc. Brisacher, Van Norden & Staff, Inc.
Pet Milk Sales Co. Pet Milk	Saturday Night Serenade Mary Lee Taylor	CBS CBS	Gardner Adv. Co. Gardner Adv. Co.
Petri Wine Co. Petri Wines	New Adventures of Sherlock Holmes	MBS	Young & Rubicam, Inc.
Pharmaco Co. Feen-a-mint, Chooz	Double or Nothing Hookey Hall	MBS MBS	Ruthrauff & Ryan, Inc. Clements Adv. Agency
Philco Corp. Institutional, Radios and Refrigerators	Radio Hall of Fame, Philco Summer Hour Dateline	Blue CBS	Hutchins Adv. Co., Inc. Sayre M. Ramsdell Assoc., Inc.
Pillsbury Mills, Inc. Baking Products	Grand Central Station	CBS	McCann-Erickson, Inc.
Planters Nut & Chocolate Co. Peanuts and Peanut Oil	Harry W. Flannery—Wm. Winter, News Louis P. Lochner Adventures of Bill Lance	CBS—PC NBC—PC CBS—PC	Erwin Wasey & Co. Raymond R. Morgan Co., Erwin Wasey & Co. Erwin Wasey & Co.
Plough, Inc. St. Joseph's Aspirin	Don't You Believe It	CBS—PC	Lake-Spiro-Shurman, Inc.
Prince Matchabelli, Inc. Perfumes and Cosmetics	Stradivari Orchestra Under Direction of Paul Lavalle	NBC	Morse International, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Ivory Flakes	Brave Tomorrow, Star Playhouse	NBC	Compton, Adv., Inc., Dancer, Fitzgerald, Sample
	Rosemary	NBC	Compton, Pedlar & Ryan-Benton-Bowles
Procter & Gamble Co. Dreft	Dreft Star Playhouse	NBC	Dancer-Fitzgerald-Sample
Procter & Gamble Co. Teel	Gaslight Gayeties	NBC	The Biow Co.
Procter & Gamble Co. Camay Soap	Pepper Young's Family Perry Mason	NBC CBS	Pedlar & Ryan, Inc. Pedlar & Ryan, Inc.
Procter & Gamble Co. Crisco	Vic and Sade Bernardine Flynn—News	NBC—CBS CBS	Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Crisco and Ivory Flakes	Breakfast At Sardi's	Blue—PC	Compton Adv., Inc.
P & G Products	Glamour Manour	Blue	Compton Adv., Inc.
Procter & Gamble Co. Duz Ivory Soap	Road of Life Truth or Consequences The Goldbergs	NBC NBC CBS	Compton Adv., Inc. Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Ivory Soap & Duz	Right to Happiness Life Can Be Beautiful	NBC CBS	Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Ivory Snow	Woman of America	NBC	Benton & Bowles, Inc.
Procter & Gamble Co. Drene	Abie's Irish Rose	NBC	H. W. Kastor & Sons Adv. Co., Inc.
Procter & Gamble Co. Oxydol	Ma Perkins	NBC—CBS	Dancer-Fitzgerald-Sample
Procter & Gamble Co. Lava	F.B.I. in Peace and War	CBS	Biow Co.
Procter & Gamble Co. Ivory and Oxydol	I Love a Mystery	CBS	Compton Adv., Inc.
Prudential Insurance Co. of America Services	Prudential Family Hour	CBS	Benton & Bowles, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Pure Oil Co. Gas & Oil	H. V. Kaltenborn	NBC	Leo Burnett Co., Inc.
Purina Mills Purina Foods	Grand Ole' Opry	NBC	Gardner Adv. Co.
Q			
Quaker Oats Co. Puffed Rice and Wheat Sparkies	Terry and the Pirates	Blue	Sherman and Marquette, Inc.
Quaker Oats Co. Food Products	That Brewster Boy	CBS	Ruthrauff & Ryan, Inc.
Quaker Oats Co. Aunt Jemima Pancake Flour, Muffets	Aunt Jemima Program	CBS—Blue	Sherman K. Ellis and Co., Inc.
R			
Radio Bible Class Religious Talks	Radio Bible Class	MBS	Aircasters, Inc.
Radio Corp. of America Institutional	What's New Music America Loves Best	Blue Blue—NBC	J. Walter Thompson Co. J. Walter Thompson Co.
Rainier Brewing Co. Beer, Malt and Ale	Club Good Cheer United Nations Forum	Blue—PC Blue—PC	Buchanan & Co. Buchanan & Co.
Ralston Purina Co. Cereal Foods	Tom Mix and His Ralston Straight Shooters	MBS	Gardner Adv. Co.
Raytheon Production Corp. Radio Tubes, Electrical and Electronic Products	Meet Your Navy	Blue	Burton Browne Adv. Co.
Reader's Digest Assn., Inc. Reader's Digest Magazine	Victory Book Campaign America's Town Meeting of the Air	Blue	Batten, Barton, Durstine & Osborn, Inc.
Red-EE Foods, Inc. Cinch Cake Mix	Polly Patterson	Blue—PC	Elwood J. Robinson Adv.
Reichhold Chemicals, Inc. Institutional	Detroit Symphony Orch.	MBS	Grant Advertising, Inc.
Resinol Chemical Co. Resinol Soap and Ointment	Edw. Jorgenson	Blue—PC	Courtland D. Ferguson, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Revlon Products Corp. Nail Polish and Lipstick	Revlon Theatre	Blue	Wm. H. Weintraub & Co., Inc.
R. J. Reynolds Tobacco Co. Camels and Prince Albert Smoking Tobacco	Grand Ol' Opry	NBC	Wm. Esty & Co., Inc.
	Moore, Durante Show	CBS	Wm. Esty & Co., Inc.
	Abbott and Costello	NBC	Wm. Esty & Co., Inc.
	Thanks to the Yanks	CBS	Wm. Esty & Co., Inc.
	Blondie	CBS	Wm. Esty & Co., Inc.
Richfield Oil Co. Oil and Gasoline	Confidentially Yours—Arthur Hale	MBS	Hixson-O'Donnell Adv., Inc.
	Richfield Reporter	NBC—PC	Hixson-O'Donnell Adv., Inc.
	Speed and Power	CBS—PC	Hixson-O'Donnell Adv., Inc.
RKO Radio Pictures, Inc. RKO Pictures	Hollywood Star Time	Blue	Foote, Cone & Belding
RKO Pictures, Inc. Motion Pictures	Hollywood Star Time	Blue	Foote, Cone & Belding
Roma Wine Co. Roma Wines	Suspense	CBS	The Biow Co., Inc.
Rust Craft Publishers, Inc. Rust Craft Greeting Cards	Christmas Carol	MBS	H. B. Humphrey Co.

S

Safeway Stores, Inc. Grocery Products	What's Doing, Ladies	Blue—PC	J. Walter Thompson Co.
Schenley Import Corp. Cresta Blanca Wine	Cresta Blanca Carnival	CBS	Wm. H. Weintraub & Co., Inc.
Penicillin	The Doctor Fights	CBS	Wm. H. Weintraub & Co., Inc.
St. Louis Post Dispatch Newspaper	World Series Commentaries	NBC	Direct
Scripto Mfg. Co. Pencils	George Hicks	Blue	Tucker Wayne & Co.
Seattle Brewing Co. Sick's Beer	News—Don Gardner	Blue	Raymond Spector Co., Inc.
	Sick's Star Final	NBC	Western Agency, Inc.
Schuckl & Co. Rancho Soups	Rancho News	NBC—PC	Erwin, Wasey & Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
S. & W. Fine Foods S. & W. Coffee and Marmalade	World Wide Review	Blue	Brisacher, Van Norden & Staff, Inc.
Schutter Candy Co. Candies	Curt Massey	CBS	Schwimmer & Scott
	Starring Curt Massey	NBC	Schwimmer & Scott
Seaboard Finance Co. Personal Loans	Seaboard News	Blue—PC	Smith & Bull Adv. Agency
Seal-Cote Co. Seal-Cote Protection for the Nails	Meet the Missus	CBS—PC	Buchanan & Co., Inc.
Sealtest, Inc. Milk and Ice Cream	Joan Davis with Jack Haley	NBC	McKee & Ablright, Inc.
Sealy, Inc. Mattress	A Layman's View of the News	NBC	Alvin Wilder Adv.
R. B. Semler, Inc. Kreml Hair Tonic and Shampoo	Gabriel Heatter	MBS	Erwin, Wasey & Co., Inc.
	News and Gabriel Heatter	MBS	Erwin, Wasey & Co., Inc.
	Paulo Stone and Phil Brito	MBS	Erwin, Wasey & Co., Inc.
Serutan Co. Serutan and/or affiliated Products and Publications	A. L. Alexander's Mediation Board	MBS	Raymond Spector Co., Inc.
	Drew Pearson	Blue	Raymond Spector Co., Inc.
	Monday Morning Headlines	Blue	Raymond Spector Co., Inc.
Servel, Inc. Refrigerators and Air Conditioning	Fashions in Rations	CBS	Batten, Barton, Durstine & Osborn, Inc.
	Billie Burke Show	CBS	Batten, Barton, Durstine & Osborn, Inc.
W. A. Sheaffer Pen Co. Pens, Pencils and Skrip	World News Parade	NBC	Russel M. Seeds Co., Inc.
Shellmar Products Converter, Cellophane and Pliofilm	Army/Navy "E" Award	Blue	John Strover
Sherwin-Williams Co. Paints	Metropolitan Auditions of the Air	Blue	Warwick & Legler, Inc.
	Metropolitan Opera Presents	Blue	Warwick & Legler, Inc.
	Worth of Song	Blue	Warwick & Legler, Inc.
Sherwood Bros. Oil and Gasoline	Confidentially Yours—Arthur Hale	MBS	Van Sant Dugdale & Co., Inc.
Shipstead & Johnson	Ice Follies	MBS	Allied Agencies
Signal Oil Co. Gas and Oil	The Whistler	CBS—PC	Barton A. Stebbins Adv. Agency

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Sinclair Refining Co. Gas and Oil	Confidentially Yours—Arthur Hale Frank Singiser	MBS MBS	Hixson-O'Donnell Adv., Inc. Hixson-O'Donnell Adv., Inc.
Skelly Oil Co. Petroleum Products	Alex Dreier	NBC	Henri, Hurst & McDonald, Inc
Dr. Earl S. Sloan Sloan's Liniment	Gangbusters	Blue	Warwick & Legler, Inc.
Socony-Vacuum Oil Co. Petroleum Products, All Products	Raymond Gram Swing Orson Welles Show	Blue CBS	Compton Adv., Inc. Compton Adv., Inc.
Soil-Off Mfg. Co. Cleaning Fluid, Soil-Off	Truman Bradley—News Buddy Twiss	CBS—PC Blue—PC	Buchanan & Co., Inc. McCann-Erickson, Inc.
Southern Cotton Oil Co. Wesson Oil and Snowdrift	Noah Webster Says Irene Beasley	CBS NBC	Kenyon & Eckhardt, Inc. Fitzgerald Adv. Agency, Inc.
So. Spring Bed Co. Beds and Bedding	Robert St. John	NBC	Tucker Wayne & Co., Inc.
A. G. Spaulding & Bros., Inc. Sporting Goods	Here's Babe Ruth	NBC	Ferry-Hanly Co., Inc.
Sperry Flour Co. Drifted Snow Flour Cereals	Sam Hayes, Buddy Twiss Dr. Kate	NBC—PC NBC—PC	Knox Reeves Adv., Inc. Knox Reeves Adv., Inc.
E. R. Squibb & Sons All Products	Lyn Murray's Orch. and Chorus To Your Good Health	CBS CBS	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
Staley Mfg. Co. Cornstarch, Corn Syrup, Soy Flour, Cube Starch	Sweet River	Blue	Hill Blackett Co.
Standard Brands, Inc. Chase and Sanborn Coffee Stams	Charlie McCarthy—Edgar Bergen Gracie Fields	NBC NBC	J. Walter Thompson Co. J. Walter Thompson Co.
Standard Brands, Inc. Fleischmann's Yeast	One Man's Family	NBC	Kenyon & Eckhardt, Inc.
Standard Brands, Inc. Tenderleaf Tea, Fleischmann's Yeast	Mary Marlin	CBS	J. Walter Thompson Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Standard Brands, Inc. Coffee and Desserts	The Open Door This Changing World	CBS CBS	Ted Bates, Inc. Ted Bates, Inc.
Standard Oil of Calif. Petroleum Products	Lowell Thomas Standard School Broadcast Standard Hour	Blue—PC NBC—PC NBC—PC	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
Sterling Drug, Inc. Bayer, Ironized Yeast	American Melody Hour Big Town	CBS CBS	Dancer-Fitzgerald-Sample Ruthrauff & Ryan, Inc., Pedlar, Ryan & Lusk, Pedlar & Ryan, Inc.
Sterling Drug, Inc. Dr. Lyons Toothpowder Bayer Aspirin	Second Husband	CBS	Dancer-Fitzgerald-Sample
Sterling Drug, Inc. Mulsified Oil Shampoo Tablets and Toothpaste	Amanda of Honeymoon Hill	CBS	Dancer-Fitzgerald-Sample
Sterling Products, Inc. Haley's M-O, Dr. Lyons Toothpowder	Backstage Wife	NBC	Dancer-Fitzgerald-Sample
Sterling Products, Inc. Philips Cream and Milk of Magnesia	Stella Dallas	NBC	Dancer-Fitzgerald-Sample
Sterling Products, Inc. Dr. Lyons Toothpowder, Bayer Aspirin, Philips Creams	Lorenzo Jones	NBC	Dancer-Fitzgerald-Sample
Sterling Products, Inc. Philips Milk of Magnesia and Tablets, Haley's M-O, Philips M. of M. Toothpaste and Powder	Young Widder Brown	NBC	Dancer-Fitzgerald-Sample
Sterling Products, Inc. Bayer Aspirin Dr. Lyons Toothpowder Philips Milk of Magnesia	American Album of Familiar Music Manhattan Merry-Go-Round Waltz Time	NBC NBC NBC	Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample
Stokely Bros. & Co. Van Camp Tenderoni and other Products	Luncheon with Lopez	MBS	Calkins & Holden, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Stulz Sickles Co. Welder Supplies	Chet Huntley, Dr. Wallace Sterling	CBS—PC	Hixson-O'Donnell Adv., Inc.
Sun Oil Co. Petroleum Products	Lowell Thomas	Blue—NBC	Roche, Williams & Cunnyngham, Inc. Roche, Williams & Cleary
Swank Slips, Inc. Miss Swank Slips	Relaxation in Music Jerry Cooper Show	MBS MBS	Hirshon-Garfield, Inc. Wm. H. Weintraub & Co., Inc.
Sweets Co. of America Tootsie Roll Tootsie V-M	Dick Tracy Kiernan's News Corner	Blue Blue	Duane Jones Co. Duane Jones Co.
Swift & Co. Swift's Products Jewell Shortening	Breakfast Club Breakfast at Sardi's	Blue Blue—PC	J. Walter Thompson Co. J. Walter Thompson Co.

T

Table Products Co. Nu-Made Mayonnaise	Night at Hoagy's	MBS	Foote, Cone & Belding
Joseph Tetley & Co. Tea Dehydrated Soups	Morning Market Basket	CBS	Duane Jones Co.
Texas Co. Texaco Products	Fred Allen, Texaco Star Theater Metropolitan Opera	CBS Blue	Buchanan & Co., Inc. Buchanan & Co., Inc.
Time, Inc. Time Magazine	March of Time	NBC—Blue	Young & Rubicam, Inc.
Tillamook County Creamery Cheese	Benny Walker's Tillamook Kitchen	NBC—PC	Botsford, Constantine & Gardner
Trimount Clothing Co. Clipper Craft Clothes	Dorothy Thompson	Blue	Emil Mogul Co., Inc.

U

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
United Airlines Transport Corp. Air Travel	In Time to Come	CBS	N. W. Ayer & Son, Inc.
Union Ice Co. Refrigeration with ice	American Rhapsody Breakfast at Sardi's	CBS—PC Blue—PC	Geo. M. Wessells Adv. Agency Geo. M. Wessells Adv. Agency
Union Pacific Railroad Institutional	Your America	MBS-NBC	The Caples Co.
United States Rubber Co. Products	New York Philharmonic Symphony	CBS	Campbell-Ewald Co., Inc.
United States Tobacco Co. Model Tobacco	Gay Nineties Revue	CBS	Arthur Kudner, Inc.

V

Vick Chemical Co. Vick Products	Short, Short Stories Dramatic Story, Frank Martin Dr. Wallace Sterling Dangerously Yours Matinee Theatre	CBS—PC	Morse International, Inc.
Vick Chemical Co. Vitamins Plus Capsules	Dr. I. Q.	NBC	Grant Adv., Inc.
Voice of Prophecy Religious Talks	Voice of Prophecy	MBS	G. C. Hoskins & Assoc.

W

Waltham Watch Co. Waltham Time Pieces	Time for Decision	MBS	B. H. Humphrey Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Wander Co. Ovaltine	Captain Midnight	Blue	Hill-Blackett & Co.
Washington State Apple Adv. Comm. Apples	Ed. Jorgenson	Blue—PC	J. Walter Thompson Co.
Washington Cooperative Egg & Poultry Assn. Institutional and Lyndon Chickens	Dr. Wallace Sterling Collins Calling Chuck Collins	CBS—PC Blue—PC NBC—PC	Pacific National Adv. Agency Pacific National Adv. Agency Pacific National Adv. Agency
R. L. Watkins Co. Dr. Lyons' Toothpowder	Manhattan Merry-Go-Round Backstage Wife Lorenzo Jones	NBC NBC NBC NBC	Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample
Welch Grape Juice Co. Welch Products	Irene Rich Time Views the News	CBS Blue	H. W. Kastor & Sons Adv., Co., Inc. H. W. Kastor & Sons Adv., Co., Inc.
Wesson Oil & Snowdrift Sales Co. Salad Oil	Hawthorne House	NBC—PC	Fitzgerald Adv. Agency, Inc.
Wesley Radio League Religious	Rev. J. E. Zoller	MBS	A. C. Casters, Inc.
Western Sugar Refinery Sea Island Sugar	I Was There	CBS—PC	J. Walter Thompson Co.
West Coast Soap Co. Powow Cleanser	Opportunity Theatre	NBC—PC	Brisacher, Van Norden & Staff, Inc.
Westinghouse Elec. Mfg. Co. Institutional	Top of the Evening with Ted Malone	Blue	McCann-Erickson, Inc.
Westinghouse Mfg. Co. Institutional	Westinghouse Program	NBC	Young & Rubicam, Inc. McCann-Erickson, Inc.
Wheeling Steel Corp. Steel Products	Musical Steelmakers	Blue	Critchfield & Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Wilco Co. Clearex and Biff Flyspray	Buddy Twiss	Blue—PC	Elwood J. Robinson Adv.
Wilshire Oil Co. Motor Oil	That's a Good Idea	CBS	Dan B. Miner Co.
J. B. Williams Co. Shaving Products	Wm. L. Shirer	CBS	J. Walter Thompson Co.
Williamson Candy Co. Candy	Famous Jury Trials	Blue	Aubrey, Moore & Wallace, Inc.
Wilson Sporting Goods Co. Sporting Goods	Arch Ward's Sports Preview Nat'l. Professional Football Championship Game	MBS Blue	U. S. Adv. Corp. U. S. Adv. Corp.
Wm. Wrigley, Jr., Co. Chewing Gum	Sgt. Gene Autry America in the Air The First Line Service to the Front American Women	CBS CBS CBS CBS CBS	J. Walter Thompson Co. J. Walter Thompson Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co.

Y

Yellow Cab Co. Cab Service	The Story Teller	CBS—PC	Rhoades & Davies
Young People's Church of the Air Religious Talks	Young People's Church of the Air	MBS	Ivey & Ellington, Inc., Erwin, Wasey & Co., Inc.

Z

Zonite Products Corp. Forhan's Toothpaste	Gabriel Heatter	MBS	Erwin, Wassey & Co., Inc.

Managers and Agents

Address and Telephone Numbers of Those Who Handle Talent in New York, Los Angeles and Chicago

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RKO Bldg. .....CIrcle 7-4124

Amusement Artists Associates
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Appell, James
400 Madison Ave.....PLaza 3-7840

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145 West 41st St.....WIsconsin 7-9244

Chase, Cleveland B., Inc.
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Hayward, Leland, Inc.
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Hesse & McCaffrey
501 Madison Ave.....ELdorado 5-1076

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Stix, Thomas L.
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1697 Broadway .....COlumbus 5-3737

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American Federation of Radio Artists
6331 Hollywood Boulevard.....HIllside 5121

Arnow, Samuel
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Artists' Managers Guild
7046 Hollywood Blvd.....GLadstone 7101

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8511 Sunset Boulevard.....CRestview 6-4168

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CRestview 6-3196

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CRestview 6-3131

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360 N. Camden Drive (Beverly Hills)
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HOllywood 7263

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8734 Sunset Boulevard.....CRestview 1-5181

Cooley, Hallam, Agency
9111 Sunset Boulevard.....CRestview 5-6161

Consolidated Radio Service
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Crosby, Everett, N., Ltd.
9028 Sunset Blvd.....CRestview 1-1171

Dolan, Ken
8905 Sunset Boulevard.....CRestview 1-9185

Edington, Harry E.
9441 Wilshire Blvd. (Beverly Hills)
CRestview 1-6239

Feldman Blum
9441 Wilshire Boulevard (Beverly Hills)
CRestview 1-5222

Fleck, William, Agency
8820 Sunset Boulevard.. BRadshaw 2-3655

Fralick, Freddie, Agency
204 S. Beverly Dr. (Beverly Hills)
CRestview 5-6111

Frank, George, Inc.
1626 N. Vine St.....HIllside 3188

Frederick Bros. Artists Corp.
8584 Sunset Boulevard.....CRestview 1-6244

General Amusement Corp.
9028 Sunset Boulevard.....CRestview 1-8101

Goldstone, Nat C.
9121 Sunset Boulevard.....CRestview 6-1071

Goldstone, Jules C.
9118 Sunset Blvd.....CRestview 5-1191

Hamilburg, Mitchell, Jr.
8780 Sunset Blvd.....CRestview 1-5108

Hayward-Deverich, Inc.
9200 Wilshire Blvd. (Beverly Hills)
CRestview 1-5151

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8923 Sunset Blvd.....CRestview 1-5296

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9010 Sunset Boulevard.....CRestview 6-7784

Herzbrun, Walter, Agency
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9134 Sunset Blvd.....CRestwood 1-7131

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8553 Sunset Blvd.....CRestview 6-6121

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8584 Sunset Blvd.....CRestview 6-2396

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9169 Sunset Boulevard.....CRestview 1-5165

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204 S. Beverly Drive (Beverly Hills)
CRestview 6-2338

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8820 Sunset Boulevard.....CRestview 6-6014

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356 N. Camden Drive (Beverly Hills)
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MacArthur, Arthur
1680 N. Vine Street.....Hempstead 3227

MacQuarrie Agency
8506 Sunset Blvd.....CRestview 6-7162

MCA Artists, Ltd.
9370 Burton Way (Beverly Hills)
CRestview 8-2001

Mann, Gene—Jess Smith, Inc.
8949 Sunset Boulevard.....CRestview 1-1135

Marshall, Reginald D.
1508 Cross Roads of the World
HOllywood 8238

Marx, Bert
8949 Sunset Boulevard.....CRestview 1-7171

Marx, Zeppo, Inc.
8732 Sunset Boulevard.....CRestview 6-4161

McCormick, John, Inc.
9730 Wilshire Boulevard (Beverly Hills)
CRestview 1-6181

Meyer, Art, Agency
9615 Burton Way (Beverly Hills)
CRestview 5-7865

Mills Artists, Inc.
720 N. Foot Hill Road (Beverly Hills)
CRestview 1-5197

Monter-Gray, Inc.
8736 Sunset Boulevard.....CRestview 1-1191

Morris, William, Agency
202 N. Canyon Drive (Beverly Hills)
CRestview 1-6161

Morrison, Leo, Inc.
204 S. Beverly Drive (Beverly Hills)
CRestview 1-9191

Music Corporation of America
9370 Burton Road (Beverly Hills)
CRestview 6-2001

National Concert & Artists Corp.
9054 Sunset Blvd.....CRestview 1-7121

Norwood, Harry
6425 Hollywood Boulevard.....GRanite 2217

Orsatti Agency
9130 Sunset Boulevard.....CRestview 6-6241

Rubens, Maurie
7063 Sunset Boulevard.....GRanite 6930

Rush, Art
Sunset and Vine Sts.....HIllside 5161

Salkow Agency
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6331 Hollywood Boulevard....HOllywood 7211

Selznick, Myron & Co., Inc.
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CRestview 1-9171

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CRestview 5-0186

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CRestview 1-1116

Silber, Arthur
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8272 Sunset Blvd. .....HOllywood 2722

Stempel, Frank, Agency
8736 Sunset Blvd.....CRestview 1-5121

Stewart, Rosalie
6253 Hollywood Blvd.....HOllywood 7234

Talen Time Myrtle Hoffman Inc.
3726 Sunset Blvd.....NOrmandie 2-4920

Thompson, David H.
8979 Sunset Blvd.....CRestview 1-2188

Ullman, George, S.
8979 Sunset Boulevard.....CRestview 1-5669

Underwood, Cecil
1680 N. Vine Street.....GRanite 7186

Vallee, Rudy, Presents, Inc.
8820 Sunset Boulevard.....CRestview 1-5169

Vincent, Frank W.
242 N. Canon Drive (Beverly Hills)
CRestview 6-2042

Volck, A. George, Inc.
9441 Wilshire Boulevard (Beverly Hills)
CRestview 6-3121

Winkler, D. M.
9470 Santa Monica Blvd. (Beverly Hills)
CRestview 1-7244

Woolfenden, Bill, Inc.
9730 Wilshire Boulevard (Beverly Hills)
CRestview 6-3191

Wurtzel, Harry, Inc.
8979 Sunset Blvd.....CRestview 5-6175

☆ CHICAGO ☆

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave.....WABash 6762

Benn Theatrical Agency
64 West Randolph St.....DEArborn 9550

Brown, Vic
121 W. Wacker St.....STAte 3310

Chicago Artists Bureau
1553 N. Clark St.....WHItehall 8480

Columbia Concerts, Inc.
Wrigley Bldg. .....SUPerior 2542

Consolidated Radio Artists, Inc.
333 N. Michigan Ave.....FRAnklin 8300

Edwards, Gus
410 N. Michigan Ave.....DELaware 5526

Ellsworth, W. M.
75 East Wacker Drive.....CENtral 0942

Frederick Bros. Artists Corp.
75 E. Wacker Drive.....STAte 0003

General Amusement Corp.
360 N. Michigan Ave.....STAte 6288

Gordon, Lillian
1258 S. Michigan Ave.....CALumet 1370

Gumbiner Management Co.
310 S. Michigan Ave.....HARrison 0123

Herman, Sam
54 W. Randolph St.....STAte 2147

Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....DELaware 7334

Levin, W. Biggie
612 N. Michigan Ave. .....SUPerior 0506

Lutz, Estelle, Artists Bureau
410 South Michigan Ave.....HARrison 3435

Morris, William, Agency
203 N. Wabash Ave. .....STAte 3632

Morse, Sidney P.
360 N. Michigan Ave.....STAte 6288

Music Corporation of America
430 N. Michigan Ave. .....DELaware 1100

National Concert & Artists Corp.
222 W. No. Bank St.....SUPerior 4042

North, Stanley
310 S. Michigan Ave.....WABash 5595

Parks, James & Co.
333 N. Michigan Ave.....CENtral 7980

Schuster, Milton
127 North Dearborn.....DEArborn 3633

WGN Concert & Artist Bureau
441 N. Michigan Ave.....SUPerior 0100

WLS Artists Bureau
1230 W. Washington Blvd.....MONroe 9700

World Talent Bureau, Inc.
301 East Erie St.....SUPerior 9114

Musical Directors *of stations in the* United States,—Canada

NONE in the studio is more conscious of the morale-building qualities of a radio program than the musical director who must keep in mind every facet of his listening audience. He selects his music for the war-worker, the housewife and the business man as well. In war as in peace he has always sought to broadcast a well-balanced series of popular or serious musical shows; now it is that vital type of fare that soothes the war-weary listener in the shortest possible time, and he is doing his job well.

Alabama

Opelika, WJHO.....Ben Parsons

Arizona

Phoenix, KPHO.....Mollie Munger
Prescott, KYCA.....Catharine Frances Girard
Safford, KGLU.....Alberta Hunt
Tucson, KTUC.....Wayne A. Sanders

California

Berkeley, KRE.....Harrold Hawley
Eureka, KIEM.....Jack Andrews
Fresno, KMJ.....A. D. Patterson
Hollywood, KHJ.....Frank Du Vol
KMTR.....Salvatore Santaella
Long Beach, KGER.....Helene Smith
Los Angeles, KECA.....Ernest Gill
KFAC.....June Walks
KFI.....Claude Sweeten
KFSG.....Esther F. Stuart
KFWB.....Leon Leonardi
KGFJ.....Rene Bozarth
KNX.....Wilbur Hatch
KRKD.....Salvatore de Santaella
Oakland, KLX.....Charles Shortridge
Redding, KVCV.....Betty Hullinger
Riverside, KPRO.....Leon Drews
San Francisco, KFRC.....Cy Trobbe
KGO.....Phil Bovero
KSFO.....Al Wallace
KJBS.....Mildred V. Bowyer
KYA.....Alfred Frankenstein
San Jose, KQW.....Ray Hackett
San Luis Obispo, KVEC.....Anthony Ricca
Santa Barbara, KTMS.....Carol Lee
KDB.....Dorris Helene Doughty

Colorado

Colorado Springs, KVOR.....Isabelle McClung
Denver, KFEL.....Ned Lynch
Denver, KLZ.....Lee Weelans
KMYR.....Martha Goetz
KOA.....Milton Shrednik
KPOF.....Ruth Staats
Grand Junction, KFXJ.....Tony Mueller

Connecticut

Bridgeport, WICC.....Carl V. Larson
WNAB.....Dick McCutchen
Hartford, WHTD.....Maurice Sechtman
WTIC.....Moshe Paranov
Stamford, WSRR.....Bob Henry
Waterbury, WATR.....Edith Sacco

District of Columbia

Washington, WOL.....Susan Mylrole
WRC.....Fritz Balzer
WWDC.....Leonard Friendly

Idaho

Boise, KIDO.....Ann Herbert
Idaho Falls, KID.....Dick Barber
Twins Falls, KTFI.....Anton Guyer
Wallace, KWAL.....Glenn Whitney

Illinois

Aurora, WMRO.....Dorothy O'Brien
Chicago, WAAF.....Helen Colton
WAIT.....Elizabeth Hinzman
WBBM.....Caesar Petrillo
WCFL.....Jack Kelly
WEDC.....Bill Brady
WENR.....Rex Maupin
WGES.....John Van Kanegon
WGN.....Henry Weber
WIND.....Reba J. Chapmen
WJND.....Ken Nelson
WLS.....Ozzie Westley
WMAQ.....Roy Shield
WMBI.....Don P. Hustad
WSBC.....Arnold B. Miller
Danville, WDAN.....Bette Austin
East St. Louis, WTMV.....Bill Hart
Harrisburg, WEBQ.....Mary Downen
Peoria, WMBD.....Harould Osborne
Quincy, WTAD.....Jean Fessler
Rock Island, WHBF.....John Gilbert
Springfield, WCBS.....John Geil
WTAX.....Betty Cole
Urbana, WILL.....Lanson F. Demming

Indiana

Elkhart, WTRC.....Margaret Lantz
Fort Wayne, WOWO.....Guy Fitzsimmons
Hammond, WJOB.....J. Gibb Springs
Indianapolis, WFBM.....Walter H. Reuleaux
WIBC.....Walter Jackson
WIBC.....Jean Williams
WISH.....Margaret Pryce
Muncie, WLBC.....June Johnson
South Bend, WHOT.....Orville Foster
WSBT.....Harlan Hogan
Terre Haute, WBOW.....Leo J. Baxter
West Lafayette, WBAA.....Nancy Holdbrook

Iowa

Ames, WOI.....Edward Wegener
Boone, KFGQ.....Lydia Smalils
Burlington, KBUR.....Mary Mangold
Cedar Rapids, Waterloo, WMT...Maureen Canavan
Davenport, WOC.....George Sontag
Decorah, KWLC.....Helen Trilhus
Des Moines, WHO.....Don Hovey
Dubuque, WKBB.....Ethel M. Carpenter
Marshalltown, KFJB.....T. LaValley
Shenandoah, KFNF.....Perry Douthit
KMA.....Mabel McFarland
Sioux City, KSCJ.....Miriam Corkhill
KTRI.....Bernie Mahr
Waterloo, KXEL.....George Timm

Kansas

Coffeyville, KGGF.....Ozzie Osborne
Emporia, KTSW.....Rosalee Askew
Garden City, KIUL.....Frances Ewing
Great Bend, KVGB.....Ray Beals
Kansas City, KCKN.....Milan Mahale
Topeka, WIBW.....Mrs. Maude Shreffler
Wichita, KFBI.....F. E. Markwell
KFH.....Wayne Euchner

Kentucky

Ashland, WCMI.....Jean Thompson
Bowling Green, WLBJ.....Ida M. Sadler
Hopkinsville, WHOP.....Katherine Peden
Lexington, WLAP.....Lowry Kohler
Louisville, WAVE.....Earle Keller
WGRC.....J. Bertram Harmon
WHAS.....Robert Hutsell
WINN.....Claude Fraul

Louisiana

Lafayette, KVOL.....Mae D. Thibodeaux
Monroe, KMLB.....Mrs. Marjorie Watson
New Orleans, WDSU.....James Forsyth
WWL.....Irvine Vidacovich
Shreveport, KRMD.....Elizabeth Alford
KWKH.....Howard Langfitt

Maine

Bangor, WABI.....Harold Dorr
WLBZ.....Norman Lambert
Lewiston, WCOU.....Marion P. Louisfell
Portland, WCSH.....Norman Ayre

Maryland

Baltimore, WBAL.....Joseph C. Miller
WCAO.....Robert P. Iula
WCBM.....Jack V. Rohr
WITH.....James T. Mahoney
Frederick, WFMD.....Joe Johnson
Salisbury, WBOC.....Russell Yohe

Massachusetts

Boston, WBZ.....A. Rakov
WEEI.....F. E. Bellizia
WHDH.....E. M. Knabe
WNAC.....Bobby Norris
WORL.....Bob Perry
Holyoke, WHYN.....Jay Heitin
Lawrence, WLAW.....Joe Nichols
Springfield, WBZA.....A. Rakov
Worcester, WAAB.....Robert Pooley
WTAG.....Dol Brissette

Michigan

Bay City, WBCM.....L. H. DeRemer
Detroit, WJBK.....Pete Angel
WJLB.....Herbert Mertz
WJR.....Sam Benavie
WJR.....Paul LaVoie
WWJ.....Mischa Kottler
WNYZ.....Benny Kite
Flint, WFDF.....Billy Geyer
Grand Rapids, WOOD.....Sandy Meck
Ironwood, WJMS.....Laura Johnson
Ludington, WKLA.....Peter A. Mars
Muskegon, WKBZ.....Al Vredeveld
Port Huron, WHLS.....Lyle Patterson
Traverse City, WTCM.....Don Mullen

Minnesota

Duluth, WEBC.....John Kleive
Mankato, KYSM.....Maurice Piche
Minneapolis, WCCO.....Wallace Olson
WDGY.....Walter W. Rudd
WLB.....Donald Ferguson
WLOL.....Verne Rooney
WTCN.....Michael Coscio
Northfield, WCAL.....Oscar R. Overby
Rochester, KROC.....Cal Smith
St. Paul-Minneapolis, WMIN.....Helene Nesgard
KSTP.....Leonard Leigh
Winona, KWNO.....M. J. Leu

Mississippi

Clarksdale, WROX.....Hugh W. Smith
Greenville, WJPR.....Martha de Gravelles
Gulfport, WGCM.....Len Campbell
Jackson, WSLI.....Mrs. George Philp
McComb, WSKB.....Julia D. Blumenstock
Natchez, WMIS.....Harry K. Barth
Tupelo, WELO.....Thurman Enlon

Missouri

Columbia, KFRU.....Dorothy Jacques
Hannibal, KHMO.....Maxine Dierking
Joplin, WMBH.....Stella Lukens
Kansas City, KCKN.....Milan Mahale
KCMO.....Gene Moore
KMBC.....P. Hans Flath
WHB.....Willie Ganz
Poplar Bluff, KWOC.....Marjorie Studer
Springfield, KTTS.....M. Dale Thurman
St. Joseph, KFEQ.....Edward Moore
St. Louis, KFUO.....Gerhard Schroth
KWK.....Karl Hohengarten
KXOK.....Robert W. Swain
WEW.....Ralph Stein

Montana

Billings, KGHL.....Harry Turner
Kalispell, KGEZ.....Oliver G. Coburn

Nebraska

Grand Island, KMMJ.....Dave Rogers
Kearney, KGFW.....Peg Biber
Lincoln, KFAB.....Alene McKinney
KFOR.....John Cox
North Platte, KODY.....Jack Wells
Omaha, KBON.....Ernest S. Priesman
KOIL.....Teresa Bredar
WOW.....Stanley Rucker

New Hampshire

Manchester, WFEA.....Roger Barrette
WMUR.....Betram Colter
Portsmouth, WHEB.....Robert Athern

New Jersey

Atlantic City, WFPG.....Edgar A. Sweet
Bridgeton, WSNJ.....Lowell C. Ayars
Jersey City, WHOM.....Joseph DeLuca
Newark, WAAT.....Gus Steck
Trenton, WTNJ.....Walter Lewis
WTTM.....Dean Andrews

•

New Mexico

Albuquerque, KOB.....John Lowe
Hobbs, KWEW.....Gertrude Dimpel

•

New York

Albany, WABY.....Carl Miller
WOKO.....Carl Miller
Auburn, WMBO.....Dorothy Bolin
Binghamton, WNBF.....W. J. Gillen
Brooklyn, WLIB.....Eddy Brown
Buffalo, WBEN.....Sinclair "Bob" Armstrong
WBNY.....Arthur Crosson
WEBR.....Irving Shire
Elmira, WENY.....Harry S. Springer
Ithaca, WHCU.....John H. Deal
Jamestown, WJTN.....Charles R. Trantner
New York, WBNX.....Fred Mendelshon
WEAF.....Frank Black
WEVD.....Nicholas Saslavsky
WHN.....Don Albert
WINS.....Henry Sylvern
WJZ.....Paul Whiteman
WMCA.....Jerry Sears
WNEW.....Merle Pitt
WNYC.....Herman Neuman
WOR.....Alfred Wallenstein
WOV.....Paul Romeo
WQXR.....Leon Barzin
Niagara Falls, WHLD.....Harold Bradley
Ogdensburg, WSLB.....Flo Beach Rowe
Rochester, WHEC.....Ken Sparnon
WSAY.....Vila P. Brown
Schenectady, WGY.....Frank Glenn
WGY.....Edward A. Rice
WSNY.....Eleanor Clements
Syracuse, WAGE.....Thelma Jean McNeill
WSYR.....Murray Bernthal
Troy, WTRY.....E. W. Rossell
Utica, WIBX.....Walter Griswold
Watertown, WWNY.....Harriette I. Dunbar
White Plains, WFAS.....Randall Kaler

•

North Carolina

Burlington, WBBB.....William Sandefur
Charlotte, WBT.....Larry Walker
Durham, WDNC.....Mildred Alexander
Goldsboro, WGBR.....Margaret Long
Greensboro, WGBG.....Stan Conrad
WBIG.....Margaret Banks
Raleigh, WRAL.....L. J. Morris
Washington, WRRF.....Mary Miller
Wilson, WGTM.....Ed Cox

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North Dakota

Bismarck, KFYR.....C. F. Dirlam
Fargo, WDAY.....Dick Hall

•

Ohio

Akron, WAKR.....Stanley N. Schultz
Ashtabula, WICA.....Mary Pavolino
Canton, WHBC.....Martin Alexander
Cincinnati, WCKY.....Charles Mauthe
WCPO.....Eugene T. Hoctor
WKRC.....Gladys Lee
WLW.....Milton Weiner
Cleveland, WGAR.....Walberg Brown
WHK.....Willard Pott
WJW.....Donald Kayler
Columbus, WBNS.....Geer Parkinson
WHKC.....Abram Ruvinsky
WOSU.....Mrs. Ann Charles
Dayton, WHIO.....Henry Lange
WING.....Charles Reeder
Findlay, WFIN.....Barbara J. Tyner
Mansfield, WMAN.....Earl Black
Marion, WMRN.....Carol Whirrett
Portsmouth, WPAY.....Dorothy Page
Toledo, WSPD.....Gene L. Williams
WTOL.....Marge Cunningham
Youngstown, WFMJ.....Col. L. R. Boals
WKBN.....Dwight Merriman

•

Oklahoma

Ardmore, KVSO.....Dolly Dutton
Bartlesville, KWON.....Martha Boucher
Enid, KCRC.....Esther Ehrlich
Lawton, KSWO.....M. K. Wells
Norman, WNAD.....Mrs. Gerald Hollman
Oklahoma City, KOMA.....Mickey Reynolds
KTOK.....Jean Knight Paxton
WKY.....Allan Clark
Tulsa, KOME.....Alfred Fox
KTUL.....Glenn Hardman
KVOO.....Joe O'Neil

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Oregon

Albany, KWIL.....Nancy Fisher
Coos Bay, KOOS.....Margaret Anderson
Corvallis, KOAC.....Cynthia Blood
KOAC.....Richard E. Fuson
Portland, KALE.....John Emmel
KEX.....Abe Bercovitz
KGW.....Abe Bercovitz
KOIN.....Red Dunning

•

Pennsylvania

Dubois, WCED.....Les Ryder
Erie, WERC.....Milton Munn
WLEU.....Anthony Conti
Grove City, WSAJ.....Prof. Stanley Seiple
Harrisburg, WHP.....David Shoop
Philadelphia, KYW.....Clarence Fuhrman
WCAU.....Elliott Lawrence
WCAU.....Jane Read
WDAS.....Joseph Schreibman
WFIL.....Norman Black
WIBG.....Eric Wilkenson
WIP.....Joseph Frasetto
WPEN.....Joseph Franzosa
Pittsburg, KDKA.....Bernie Armstrong
WCAE.....Bob Rhodes
WJAS.....Lee Kelton
WWSW.....Homer Ochenhirt
Reading, WEEU.....E. L. Hoffmaster
Uniontown, WMBS.....Sullivan Sages
Washington, WJPA.....Ellen Jane Smith
Wilkes Barre, WBAX.....Phil Cusick
WBRE.....L. Savitt
York, WSBA.....Harold Shutz

•

Rhode Island

Pawtucket, WFCI.....Arthur Paquette
Providence, WEAN.....Salvatore Fransosi
WJAR.....Earl J. Shean
WPRO.....Edwin F. Drew

•

South Carolina

Charleston, WCSC.....Hilda Edwards
WCSC.....Louise Wilkins
WTMA.....Alicia Rhett
Columbia, WCOS.....Elsie Lou Maas
WIS.....Lillian Pitts

Florence, WOLS.....Raymond Caddell
Greenville, WFBC.....Virginia Kelly
WMRC.....H. Merrills Lewis
Spartansburg, WSPA.....Corinne Kearse
Sumter, WFIG.....T. Douglas Young

•

South Dakota

Rapid City, KOTA.....John E. Simpson
Sioux Falls, KELO.....Ted West
Yankton, WNAX.....Rex Hayes

•

Tennessee

Chattanooga, WAPO.....William Krug
WDEF.....Jean Van Arsdale
WDOD.....William Krug
Jackson, WTJS.....James Allen
Knoxville, WNOX.....Jerry Collins
WROL.....Harry Nides
Memphis, WMPS.....Charles Von Kannon
Nashville, WLAC.....Charles Nagy
WSIX.....Manny Davis
WSM.....Beasley Smith

•

Texas

Amarillo, KGNC.....Frances Jensen
Austin, KNOW.....Allan Ezell
Beaumont, KRIC.....Mary B. Campbell
Corpus Christi, KEYS.....J. L. Scoggin
KWBU.....Clopton Wininfred
Dallas, KRLD.....Hyman Charninsky
WRR.....Ted Parrino
El Paso, KROD.....H. Arthur Brown
Fort Worth, WBAP.....Gene Baugh
KFJZ.....Frances Kay
KGKO.....Al Bowman
Houston, KPRC.....Fred Gibbons
KTRH.....Edward Fritsch
Lubbock, KFYO.....James H. Stiff
Port Arthur, KPAC.....Michael Gardner
San Antonio, KMAC.....Edmund Barker
Vernon, KVWC.....John Allen
Waco, WACO.....Mary Holliday
Weslaco, KRGV.....R. C. Watkins
Wichita, KWFT.....Mrs. Lillie Mae Comiskey

•

Utah

Ogden, KLO.....Earl G. Donaldson
Salt Lake City, KDYL.....Bob Reese
KUTA.....Jessie Seamons Taylor

•

Vermont

Burlington, WCAX.....Blanche Crippen
Danville, WBTM.....Jacqueline Jones

•

Virginia

Fredericksburg, WFVA.....Hal Weiss
Martinsville, WMVA.....Barbara Harding
Norfolk, WTAR.....Henry C. Whitehead
Richmond, WRNL.....Conrad Rianhard
WMBG.....J. Skinnell
Roanoke, WDBJ.....Eve Nininger
WSLS.....Mavis Taylor Overstreet
Suffolk, WLPM.....James R. Pond

•

Washington

Aberdeen, KXRO.....Gladys Bailey
Seattle, KIRO.....Max Dolin
Spokane, KFPY.....Arthur Zepp
KGA.....Earl H. Shinkoskey
Tacoma, KMO.....Clementine Wacula
Walla Walla, KUJ.....Ruth Denning
Yakima, KTYW.....E. J. Hamilton

West Virginia

Charleston, WCHS.....Leah Perry Sloman
WGKV.....Al Stein
Fairmont, WMMM.....DeWitt Wyatt
Huntington, WSAZ.....Phyllis Vickers
Welch, WBRW.....Bob Kelton
Wheeling, WKWK.....F. Oliver Edwards
WWVA.....Robert Nesbitt

•

Wisconsin

Janesville, WCLO.....Martha Shorten
Madison, WHA.....Frederick Fuller
WIBA.....Leon Persson
Milwaukee, WEMP.....Elmer Ihrke
WISN.....E. Krebs
WTMJ.....Maurice Kipen
Oshkosh, WOSH.....Marjorie Hilliard
Racine, WRJN.....Orson White
Sheboygan, WHBL.....Glen James
Wausau, WSAU.....Laverne Peterson
Wisconsin Rapids, WFHR.....Mrs. Joseph Liska

•

Wyoming

Cheyenne, KFBC.....Dick Lane
Rock Springs, KVRS.....Carmen Meageath

•

Puerto Rico

Ponce, WPAB.....Domingo Colon Suris
San Juan, WIAC.....Jose Raul Ramirez
WKAQ.....Joaquin A. Burset

•

CANADA

Alberta

Grand Prairie, CFGP.....Jack Ferguson
Calgary, CFAC.....Geoffrey Waddington
Edmonton, CFRN.....G. M. Reid

•

Manitoba

Winnipeg, CKRC.....Cy Cairns

•

Nova Scotia

Halifax, CHNS.....Anna Watt

•

Ontario

Kingston, CKWS.....Gordon MacKenzie
North Bay, CFCH.....Lu Mitchell
Owen Sound, CFOS.....Marie Keenan
Pembroke, CHOV.....Miss Betty Tomlison
CHEX.....Helen Hallihan
Stratford, CJCS.....Charles Trethewey
Toronto, CJRB.....W. Armour
CKEY.....Bruce Tremeer

•

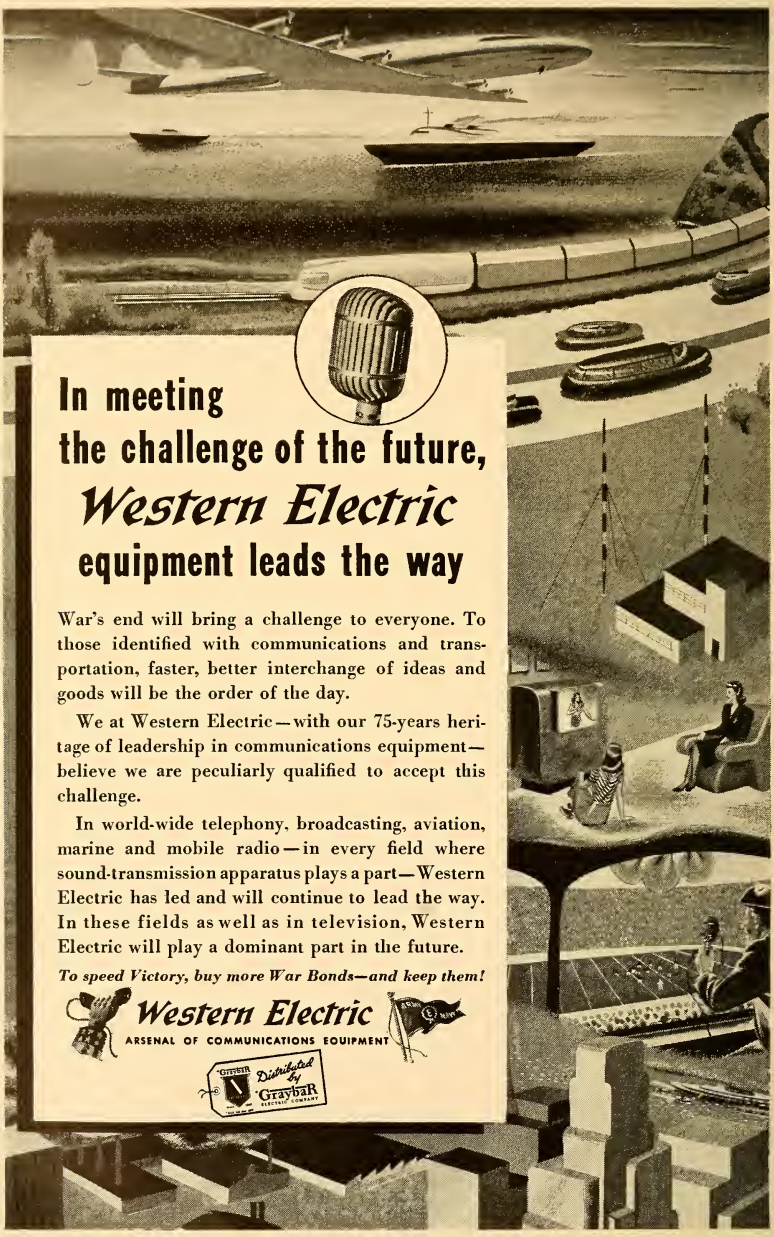
Prince Edward Island

Charlottetown, CFCY.....Mrs. Flora Rogers

•

Quebec

Hull, CKCH.....Aurele Groulx
Montreal, CBF.....J. J. Gagnier
CBM.....J. J. Gagnier
CFCF.....H. H. Hewetson
CKAC.....Paul-Emil Corbeil
Quebec, CHRC.....Ant Mercier
CKCV.....Paul Lepage
Regina, CKCK.....George Fairfield



In meeting the challenge of the future, *Western Electric* equipment leads the way

War's end will bring a challenge to everyone. To those identified with communications and transportation, faster, better interchange of ideas and goods will be the order of the day.

We at Western Electric—with our 75-years heritage of leadership in communications equipment—believe we are peculiarly qualified to accept this challenge.

In world-wide telephony, broadcasting, aviation, marine and mobile radio—in every field where sound-transmission apparatus plays a part—Western Electric has led and will continue to lead the way. In these fields as well as in television, Western Electric will play a dominant part in the future.

To speed Victory, buy more War Bonds—and keep them!

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT

Distributed by Graybar Electric Company

THE TECHNICAL SIDE

☆

Equipment Men Eye the Peace

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Instantaneous Recordings
A Brief History

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Radio Manufacturers Association

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Chief Engineers of Stations
in United States and Canada

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Consulting Engineers

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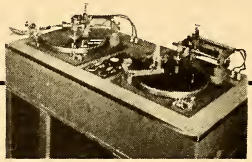
Radio Equipment Manufacturers

Serving a Great Industry...



RADIO today is a major force in our national life. We turn to radio for information and instruction, for inspiration and for pleasure. Radio speaks to all ages and all degrees of men. It fills our homes with the beauty of music, the tonic of laughter, the brightness of truth. Radio is everyman's window on the world, an indispensable factor in the culture of America.

To serve such a great industry is both a privilege and a responsibility. For ten years, PRESTO has enjoyed that privilege, has been keenly aware of the responsibility. As the world's largest manufacturers of sound recording equipment and discs, we have striven to serve the radio industry as faithfully and with as high integrity as the radio industry has served the American people.

...and a great nation at war

PRESTO sound recorders are being used today to train Army and Navy personnel; to bring music and news to our front-line troops; to counteract enemy propaganda the world over. In addition, the PRESTO plant has become a major supplier of electronic equipment for the armed forces. In these ways, and to the limit of our ability, PRESTO is contributing to our war effort.

PRESTO

RECORDING CORPORATION

242 WEST 55th STREET, NEW YORK 19, N. Y.

WALTER P. DOWNS LTD., *In Canada*

WORLD'S LARGEST MANUFACTURERS OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

EQUIPMENT MEN EYE THE PEACE

By H. N. Willets

Commercial Contract Service Manager, Radio Division, Western Electric Co.

THE full resources of the Western Electric Company, in peacetime the manufacturing and supply unit of the Bell System and a leading factor in the production of radio broadcasting equipment, are now centered on the production of communications and allied electronic equipment for the prosecution of the war. The company has become the nation's largest supplier of communications and electronic equipment to the Armed Forces.

War Production

Up to a recent month, for example, Western Electric had produced more than 5,000,000 military telephones and 300,000 sound powered telephones for war. It has been particularly active in the production of carrier telephone apparatus, a first cousin of radio. This includes some 55,000 miles of so-called Spiral-4 cable and associated carrier terminal equipment. In addition the company has delivered $19,000,000 of "C" carrier systems whose terminal and intermediate equipment are housed in trunks with removable front and back covers especially for war purposes. The type "C" carrier sends three telephone conversations simultaneously over one circuit.

Additional Figures

Other war production figures of interest include 2,652,000 miles of wire in exchange cable of various sizes, 848,000 miles of wire in toll cable, 583,827 airplane radio receivers, 414,836 airplane radio transmitters, 33,101 combination airplane radio receivers and transmitters, 1,247,422 headsets for aviators and tank crews, 1,365,244 microphones, huge quantities of Radar, gun directors, control apparatus, switchboards and teletypewriters, including many adapted for radio. But for sheer numerical magnitude, perhaps no production record of the company compares with that of its quartz crystal output. As of the first of the year Western Electric's five crystal shops had completed and shipped some 12,000,000 crystals!

The above figures provide but a partial index to Western Electric's war business as nearly half of it is now the manufacture of restricted equipments.

Peacetime Job Ahead

Although its production at present is concerned solely with winning the war, Western Electric has not forgotten the peacetime job which lies ahead. F. R. Lack, vice-president in charge of the company's Radio Division, announced last year Western Electric's intention to participate actively in postwar television. On that occasion he called attention to the company's huge production of both frequency and amplitude modulated radio equipment for the military. He said that the company intended to manufacture television broadcasting equipment after the war and to initiate an active program of television development as soon as war conditions permit. Distribution of this equipment, he said, will be undertaken by the Graybar Electric Co.

Other indications of the company's continuing interest in the broadcasting and allied industries is given by the resumption during the year of the Western Electric publication, "Pick-Ups," now called "Western Electric Oscillator." Its initial issue, late in the year, carried significant articles on FM, the military applications of broadcasting techniques and a particularly revealing feature entitled "A. T. & T. Plans for Television."

Perhaps Western Electric's present policy is best summed up by a statement made last year by Mr. Lack before the annual meeting of the FMBI:

Policy Outlined

"I am happy to say that we have nothing new to show you and nothing new to talk about. I am happy because I do not have to tell a soldier named Joe, who needed a radio very badly last month, that we could not deliver it because we diverted some engineers and some shop people to building the model of a new super-dooper FM equipment to show you and thus strengthen our postwar position. I am sorry that I can't tell you when we will be able to talk. But then, no one can tell me when the war will be over."

History of Communications. Number Twelve of a Series

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INSTANTANEOUS RECORDINGS

By Ralph C. Powell
Sales Manager, Presto Recording Corp.

THE commercial development of instantaneous recording started with the introduction of the coated disc in 1934 by the Presto Recording Corporation. Prior to that time recordings had been made on celluloid and sheet aluminum by an embossing process and such recordings were suitable for reference and filing, but not of sufficiently good quality to be used for reproduction of programs on the air.

It was not until the Spring of 1936 that the coated disc and the recording equipment with which it was used were developed to a point where instantaneous recordings could actually be broadcast with a quality comparable to live studio programs.

Accepted as Adjunct

The acceptance of instantaneous recording as an adjunct to radio station operation is in a large part due to outstanding news events which were recorded for broadcasting. Among the earliest was the broadcast of conversations between Professor Jean Piccard during his stratosphere balloon flight which took place in Detroit on October 23, 1934.

Charlie Atwater, along with other NBC engineers, set up recording equipment at the scene of the balloon ascension to record the transmissions from a small radio transmitter in the balloon. The ascension took place at 6:30 a.m. and recordings were made until the time of the maximum ascent of the balloon, which was over 50,000 feet above the earth's surface. The recordings were later broadcast by a number of stations.

Another dramatic event which was brought to the radio audience through the medium of recording was the Hindenburg disaster which occurred on May 6, 1937, at Lakehurst, N. J. Herbert Morrison, announcer, and Charley Nehlson, engineer, of WLS, Chicago, had conceived the idea of bringing recording equipment to the hangar at Lakehurst to record interviews with celebrities who were among the passengers of the first commercial trans-Atlantic flight of a lighter-than-air ship.

The Hindenburg, after being delayed for twelve hours by adverse winds, finally arrived at Lakehurst at 7:23 p.m. on the evening of May 6th, and had just come into position for over the field with the crew lowering the mooring lines when there was a sudden burst of flame from the stern of the ship, followed by violent explosion.

Herbert Morrison gave one of the most dramatic accounts of the tragedy ever heard in the history of broadcasting and Nehlson managed to keep the recording equipment in operation in spite of the numerous explosions which often caused the cutter to jump off the disc.

The recordings were flown to the National Broadcasting Co. in New York for transmission over the wire lines to WLS. Officials of NBC were so impressed by the account that a rule of ten years' standing was set aside and the recordings broadcast through all of the stations of the NBC network.

Presidential Speeches

One of the first instances of recording a presidential speech occurred when President Roosevelt made an address at Roanoke Island commemorating the 350th anniversary of the birth of Virginia Dare. At the presidential request the speech was recorded by WBT for the archives. Today all presidential speeches are recorded for re-broadcast to the larger radio audiences during the evening.

Other historic recordings followed, among them the Abdication Speech of King Edward VIII, recorded from the broadcast of the British Broadcasting System and rebroadcast here over the net works. During the war the Canadian Broadcasting Corporation Overseas News Service has been recording interviews with Canadian servicemen on the many battle fronts and transmitting the disc recorded material by shortwave to the CBC network stations in Canada.

During the past six years over 500 U. S. broadcasting stations have become engaged regularly in the production of instantaneous recordings since it provides the only means for unscrambling the present crowded program schedules. Radio stations having recording facilities have made investments running from $600.00 to several thousands dollars, depending upon the program activity and the frequency with which the programs are required.

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The revenue from delayed broadcasts pays for itself many times each year. Technical developments in recording equipment have made it possible for stations to produce recordings which cannot be distinguished from live studio programs, except for the transcription announcement required by FCC regulations.

Since 1936 the Federal Communications Commission has used recording equipment at their various monitoring stations for the study of fading and interference conditions among AM broadcasting stations. Recently the FCC recorded the signals of an FM station, presumed to have a range of 50 to 60 miles at a point over 1000 miles away, proving the existence of sky wave transmission in the 40 to 50 megacycle channels. These recordings formed a basis for the FCC proposal that FM stations be shifted to the higher frequencies.

Date lines of any newspaper during wartime have shown leading press associations, as well as the FCC, daily recording broadcasts of enemy propaganda originating in Tokyo and Berlin and occupied countries.

Development in Equipment

Developments in recording equipment have been along numerous lines depending upon the user's requirements. In 1937 Presto placed on the market an inexpensive portable home recorder which revived an interest that had been dormant since the days of the RCA pregrooved discs introduced in the late twenties. Bq 1940 at least 50 prominent radio set manufacturers were offering combination radios which included in addition to the radio receiver an automatic record changer and a recording mechanism that permitted making records either from a microphone or "off the air." Inexpensive discs were developed for home use and recording became a hobby with hundreds of thousands of set owners. An unusual commentary on public interest was the well known comic strip, "Pa's Son-in-Law," which appeared in the N. Y. Herald Tribune and other papers on June 6, 1937.

This interest has appeared in another form during wartime. When military preparations first started, the United Service Organizations installed sound recorders in their various clubhouses located near army training camps to enable servicemen to send recorded messages to their families and friends. The Pepsicola Company has extended the same service to outposts on the foreign battle fronts. Recording studios in operation in all of the larger cities are now providing a service for those who wish to send recorded replies back to the men and women in service. Many radio stations were at one time making recordings at army training camps for local interest programs.

The commercial airlines have found it a necessity to record all plane to ground conversations from airliners to principal airports so that they may review reports of unexpected weather or operating conditions or events leading up to an accident.

Wire Recordings

Magnetic wire and tape recording are receiving considerable attention at the present time. The advantages of magnetic recording are several. In the first place there is no material cost of operation. Recordings may be made on the magnetic material and played back for transcribing. The wire is then rewound and, as it is recorded a second time, the previous sound is "erased" from the wire just before the application of the new recording. Such recorders are available either for recording a short message lasting a minute or two on an endless steel tape or fifteen or twenty minutes continuously on a wire passing between two reels similar to motion picture film. Magnetic recorders are not seriously affected by shock or vibration and have, therefore, found uses on the battle fronts where recordings are made under actual battle conditions. The tonal range of present commercial magnetic recorders is suitable for reproduction of intelligible speech only, variations in the wire speed during recording and reproduction making it unsatisfactory for musical reproduction. These faults will undoubtedly be eliminated in postwar magnetic recorders, but there is a further disadvantage that it is difficult to find any particular portion of the sound recording without playing back other parts leading up to it and while the tape may be speeded up for rewinding to reduce the time required to return to the start of the recording, there is a definite limit to the safe speed at which a wire four thousands of an inch in diameter can be rewound.

Post-war developments already announced include magnetic recording facilities in home radio sets. A magnetic juke-box to be installed in the dashboard of automobiles and high quality disc recorders capable of recording 15 minute continuous programs from the home radio.

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Of Stations in United States and Canada
As of January 1, 1945

UNDOUBTEDLY, radio's real man behind the gun is the chief engineer of the station. Charged with keeping the outlet on the air come hurricane, power failure or overworked equipment, in fact what-have-you, the engineer proceeds to make the best of what he has and does a highly commendable job of it. Manpower drainage has hit him hard, but the station must broadcast as per schedule, and nowhere in the world does the technical side of broadcasting operate so efficiently as in the United States. Apart from this responsibility, the engineer keeps abreast of the times as to FM and television.

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WTAG.....Elliot A. Browning

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Detroit, WJBK.....E. McKenzie
WJLB.....Edward H. Clark
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Jackson, WIBM.....C. W. Wirtanen
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Minneapolis, WCCO.....Hugh S. McCartney
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WLB.....Bertin Holmberg
WLOL.....Gene Brautigan
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Butte, KGIR.....Jack Provis
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WDAS.....Frank Unterberger
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WCAE.....James Schultz
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Sharon, WPIC.....A. C. Heck
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Uniontown, WMBS.....Wm. Henzly
Washington, WJPA.....J. M. Troesch
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Williamsport, WRAK.....Louis N. Persio
York, WSBA.....Willis Weaver

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Providence, WEAN.....Harold Tilley
WJAR.....Thomas C. J. Prior
WPRO.....H. W. Thornley

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Columbia, WCOS.....H. L. Clippard
WIS.....Joseph P. Davenport
Florence, WOLS.....Herman L. Hanks
Greenville, WFBC.....W. C. Etheridge
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Spartanburg, WORD.....Clyde Burdette
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Vermillion, KUSD.....Steve Graff
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WDEF.....B. C. Baker
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Cookeville, WHUB.....Hubert Beasley
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Huntington, WSAZ.....Leroy Kilpatrick
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Phone: Republic 1951

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ROBERT L. KENNEDY
Albee Bldg., Washington, D. C.
Phone: Republic 1951

•

WORTHINGTON C. LENT
1319 F Street, N.W., Washington, D. C.
Phone: District 4127

•

LOHNES & CULVER
Munsey Bldg., Washington, D. C.
Phone: District 8215

•

MAY, BOND & ROTHROCK
National Press Bldg., Washington, D. C.
Phone: District 7352

FRANK H. McINTOSH

CONSULTING RADIO ENGINEER

AM • FM

TELEVISION FACSIMILE

TELECOMMUNICATIONS

ACOUSTICAL STUDIO DESIGNING

WASHINGTON, D. C. METROPOLITAN 4477

AN UP-TO-THE-MINUTE LIST OF IMPORTANT

Equipment Firms

SUPPLYING RADIO IN ALL OF ITS BRANCHES

The Acme Elec. & Mfg. Co.

50 Water St., Cuba, N. Y.
Phone Cuba 4

President.....C. H. Bunch
Vice-President, Chief Engineer
J. A. Comstock
Treasurer.....L. E. Williams
Secretary.....W. F. Radon
BRANCH OFFICE: Clyde, N. Y.
Phone 2214

PRODUCTS: Transmitting transformers, broadcast equipment, audio reactors, output and microphone input transformers, and other types of transformers.

H. W. Acton Co., Inc.

370 Seventh Ave., New York, N. Y.
Phone LOngacre 5-4884

President.....Harry W. Acton
Treasurer.....Harold A. Bengeyfield
BRANCH OFFICE: Lowell, Mass.

PRODUCTS: Transcription, phonograph cutting and semi-permanent needles.

Admiral Corporation

3800 Cortland St., Chicago 47, Ill.
Phone: SPAlding 1400

President.....Ross D. Siragusa
Exec. Vice-Pres.....John B. Huarisa
Vice-Pres., Radio Div.....Richard A. Graver
Vice-Pres., Appliance Div.....L. H. D. Baker
Treasurer.....L. C. Park
Advertising Manager.....Seymour Mintz

PRODUCTS: Receiving Sets, Radio-Phone Combinations, FM Receiving Sets, Record Players, Portables, Farm Sets, and Radio Parts.

Aerovox Corp.

740 Belleville Ave., New Bedford, Mass.

President.....S. I. Cole
Sales Manager.....Charles Golenpaul

PRODUCTS: Capacitors, paper, electrolytic and mica, for transmitting, receiving and electronic applications, including paper, oil- and wax-impregnated, moulded-mica, bakelite-cased and ceramic-cased-mica capacitors; carbon and wire-wound resistors; electrolytics for filter circuits, motor-starting and industrial applications.

Airadio, Inc.

Melrose Avenue & Barry Place,
Stamford, Conn.

President.....Joseph B. Cobrain
Vice-President.....Hubert L. Shortt
Vice-President .....Leo Jacobson
Vice-President.....John T. Filgate
Commercial Mgr.....Walter Gustavson
Chief Engineer.....Donald Basim
Credit Manager.....V. R. Kilboy
Purchasing Agent.....Morris Bloom
Production Manager.....J. R. Logan
Export Manager.....Walter Gustavson
Service Manager.....H. Gregory Shea

PRODUCTS: Radio and electronic equipment and accessories.

Airdesign & Fabrication, Inc.

241 Fairfield Avenue, Upper Darby, Pa.
Phone: Allegheny 5050

President & Chief Engineer..L. E. Pamphilon
Plant Superintendent.....W. R. Keenly
Vice-President & Treasurer.....W. C. Faust
Chief Engineer.....D. W. Jensen
Sales Manager.....R. L. Clark
Purchasing Agent.....L. R. Dieterich

PRODUCTS: Transformers—power, audio, reactors, tuned filters, for all communications equipment.

Allen-Bradley Co.

136 W. Greenfield Ave., Milwaukee, Wisc.
Phone: MItchell 5151

President.....Harry L. Bradley
Vice-President & General Manager
F. F. Loock

PRODUCTS: Fixed and variable composition resistors.

The Alliance Manufacturing Co.

Mahoning Rd., Alliance, O.
Phone: 6237

President.....Owen L. Lewis
General Manager.....R. F. Doyle
Treasurer.....R. F. Doyle
Secretary.....Mrs. Lorraine Reynolds
Chief Engineer.....Emmor V. Schneider
Purchasing Agent.....R. W. Hobbs
Sales Manager.....John Bentia
Personnel Director.....A. V. Boerner

PRODUCTS: Phonograph motors, record changer motors, recording motors, ½ h.p. and 1/100 h.p. D.C. motors.

American Condenser Co.
4410 Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 1386
General Manager.....I. Menschik
Chief Engineer.....H. C. Kreinick
Purchasing Agent.....F. C. Friedly
Office Manager.....Miss Lee Kumin
PRODUCTS: Transmitting condensers, electrolytic condensers, ignition condensers, by-pass condensers, telephone condensers.

American Microphone Co.
1915 S. Western Ave., Los Angeles, Calif.
Phone PA 1161
General Manager.....F. A. Yarbrough
PRODUCTS: Microphones.

American Microphone & Telephone Co.
1220 Glendon Ave., Los Angeles, Calif.
President.....C. W. Evans
Supt., Intercommunicating Equipment M. E. Harris
Foreman, Microphone Dept.....O. B. Carrier
PRODUCTS: Microphones, intercommunicating telephones, talk-back equipment, amplifiers.

Amertype Recordgraph Corporation
350 Madison Ave., New York 17, N. Y.
Phone: VAnderbilt 6-3236
PRODUCTS: Sound Recording Instruments for Radio Stations, 2-Way Telephone Conversations Where Authorized, Radio Interception and Monitoring.

Amperex Electronic Corp.
79 Washington St., Brooklyn, N. Y.
Phone Cumberland 6-4430
Vice-Pres.-Sales Manager.....S. Norris
PRODUCTS: Transmitting Tubes for communication.

Amplifier Co. of America
398 Broadway, New York 13, N. Y.
CAnal 6-7612
General Manager.....N. M. Haynes
Chief Engineer.....A. C. Shaney
Sales Manager.....H. S. Manney
PRODUCTS: Electronic equipment, Regulated Power Supplies, Amplifiers, Transformers, Filter Networks.

Amy, Aceves & King, Inc.
11 West 42nd St., New York 18, N. Y.
Phone LOngacre 5-6622
President .....Ernest V. Amy
General Manager.....Frank King
PRODUCTS: Antenna Systems, Radio Transmitters and Receivers.

Andrea Radio Corp.
43-20 34th Street, Long Island City, N. Y.
Phone: STillwell 4-4754
President.....F. A. D. Andrea
PRODUCTS: Receiving sets, television sets.

Audak Company
500 Fifth Ave., New York, N. Y.
Phone LA 4-3723
Contact.....Geo. V. Sullivan
BRANCH OFFICES: All key cities.
PRODUCTS: Microdyne Pickups, Cutting Heads, and Acoustic Instruments.

Audio Devices, Inc.
444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973
President.....Wm. C. Speed
Vice-President .....Bryce Haynes
Treasurer.....N. K. Hoskins
Research Engineer.....E. J. Franck
PRODUCTS: Instantaneous acetate recording blanks, all types of cutting and playback styli, audiodisc chipchaser, audio devices, sound effects kit and audiodisc recording blanks.

The Audio-Tone Oscillator Company
237 John Street, Bridgeport 3, Connecticut
Phone: Bridgeport 5-3173 and 5-3174
President.....W. Robert Dresser
Chief Engineer.....W. Robert Dresser
Production Mgr.....George Nichols, Jr.
Sales Manager.....Romeo Tetrault
PRODUCTS: Audio-tone graphic recording instruments, audio-frequency test records, power line fault locators.

Automatic Radio Mfg. Co.
122 Brookline Ave., Boston, Mass.
Phone: COMmonwealth 1420
President.....David Housman
Sales Manager.....F. P. Altshul
PRODUCTS: Receiving sets.

Automatic Winding Co., Inc.
Harrison, New Jersey
President & Gen. Mgr.....Martin H. Benedek
Vice-Pres., Charge of Sales....Bert E. Smith
Chief Engineer.....Joseph R. Mazzola
Credit Manager.....M. E. Silver
Purchasing Agent.....J. A. Heimbruch
BRANCH OFFICE: (Factory) 900 Passaic Ave., East Newark, N. J., Phone, Harrison 6-6630.
PRODUCTS: RF and IF coils, mica and air trimmer condensers, audio and power transformers, and filters.

Bank's Manufacturing Co.
1105 Lawrence Ave., Chicago, Ill.
Phone: LONg Beach 6272
Owner.....Maurice Bank
Sales Manager.....M. Hoaglund
PRODUCTS: Public address systems, amplifiers, low capacity relays and special parts.

The Bead Chain Manufacturing Co.

110 Mountain Grove St., Bridgeport 5, Conn.
Phone BRidgeport 4-4124

President.....W. G. Bryant
Sales Manager.....W. G. Blatz
Assistant Treasurer.....M. H. Doolittle
Production Mgr.....L. F. Hall
Development Eng.....G. F. Bahr

PRODUCTS: Radio contact prongs, bead chain and attachments, multi-swage radio and electronic parts.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone Muskogee 4762

Owner.....John F. Beasley

BRANCH OFFICE: 1614 Mercantile Bank Bldg., Dallas, Texas, Phone, Riverside 3228.

PRODUCTS: Steel construction (radio towers).

Bendix Radio (Division of Bendix Aviation Corp.)

East Joppa Rd., Towson, Md. (Gen. Offices)
Phone: Tuxedo 4020

Gen'l Mgr.....W. P. Hilliard
Div. Comptroller.....F. S. Gutekunst
Purchasing Agent.....F. A. Zartler
Chief Engineer.....W. L. Webb
Sales Manager.....J. W. Hammond
Advertising Mgr.....George Myrick
Factory Manager.....E. K. Foster
Manager of Materials & Procurement
R. A. Anderson

BRANCH OFFICES: 920 East Fort Ave., Balto, Md., Phone, So. 1821, Plant Manager. E. W. Ryan; 148 Morford Place, Red Bank, N. J., Phone, Red Bank 3737, Plant Manager, H. A. Poole.

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic measuring equipment and accessories.

The Benwood Linze Co.

1811-19 Locust St., St. Louis 3, Mo.
Phone: Central 5830

President.....Harold J. Wrape
Vice-Pres.-Gen. Mgr.....Carl E. Peters
Sales & Priorities Mgr...Norbert C. Beerend
Secy. & Treas.....I. W. Veigel
Personnel Manager.....Grant F. Cooper
Service Manager.....Garry S. McGlasson
Purchasing Agent.....Alonzo R. Fieffer, Jr.

PRODUCTS: Dry metallic rectifiers; rectifier transformer assemblies for radio; communication, signal, telegraph and telephone work; also other electronic devices, AC to DC.

Blaw-Knox Co.

Pittsburgh, Pa.
Phone St. 2700

BRANCH OFFICES: Peoples Gas Bldg., Chicago; Brown-Marx Bldg., Birmingham, Ala.; 342 Madison Ave., N. Y. C.; 1617 Pennsylvania Blvd., Phila.; Munsey Bldg., Wash., D. C. PRODUCTS: Radio Towers.

Bliley Elec. Co.

P. O. Box 1070, Erie, Pa.
Phone 26-857

President.....F. D. Bliley
General Manager.....C. C. Collman
Sales Manager.....G. E. Wright
Comptroller.....Q. L. Horsman
Advertising Manager.....G. E. Wright
Chief Engineer.....J. M. Wolfskill
Production Manager.....W. R. Mong

PRODUCTS: Quartz Piezo-Electric Crystals and Mountings. Quartz Crystals for Transmitter and Receiver Frequency Control, for Filters, Ultrasonics, Piezo-Electric Pressure Gauges and for special optical or electrical applications.

Boonton Radio Corp.

518 Main St., Boonton, N. J.
Phone Boonton 8-0795

President.....W. D. Loughlin
Sec'y-Treasurer.....N. D. Campbell
Vice-President.....G. A. Downsbrough
Purchasing Agent.....J. Frucht
Sales Supervisor.....L. Washington
Production Manager.....H. B. Steinhauser
Personnel Mgr.....K. E. Kostenbader

PRODUCTS: Type 110-A QX-Checker, type 140-A Beat Frequency Generator, type 150-A FM Signal Generator, type 160-A Q-Meter, type 170-A Q-Meter, type 210-A Supersonic Oscillator, type 120-A VHF Circuit Checker.

William Brand & Co.

276 Fourth Ave., New York 10, N. Y.
Phone: ALgonquin 4-4930

Partners. William Brand, William Naumburg

BRANCH OFFICE: 325 W. Huron St., Chicago, Ill., Phone, Superior 1782, Manager, Earl W. Brinson.

PRODUCTS: Electrical insulating materials; flexible varnished oil tubing; saturated sleeving; extruded (plastic) sleeving; varnished glass sleeving; mica plate; mica-plate segments and products; block mica; mica condenser films; varnished cambric; varnished paper; varnished tapes; insulation composites.

The Brush Development Co.

3405 Perkins Ave., Cleveland 14, Ohio
Phone: Endicott 3315

Chairman of Board.....W. R. Burwell
President.....A. L. Williams
Vice-President.....V. B. Phillips

PRODUCTS: Microphones, headphones, phonograph pickups, record cutters, magnetic recording equipment, hearing aids and industrial instruments.

Bruno-New York, Inc.

(Engineering Prod. Div.)
351 Fourth Ave., New York 10, N. Y.
Phone: LExington 2-9198

President.....Charles Sonfield
Vice-President.....Irving Sarnoff
Secy. & Treas.....Jerome Harris
Manager of Division.....Irving Strauss

DISTRIBUTING OFFICE: 460 West 34th Street, New York 1, N. Y.

PRODUCTS: Communication and entertainment receivers, electronic test instruments, special audio amplifiers, telegraph amplifiers, control equipment (electronic), voltage regulated power supplies.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.
Phone Talbot 4943

Chief Eng.-Owner....William W. L. Burnett

PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service. Post war plans are to make field measurements, and to do consulting work in the broadcast field.

C. F. Cannon Co.

Main St., Springwater, N. Y.

Sales Contact.....C. F. Cannon

PRODUCTS: Headsets.

Chicago Molded Products Corp.

1020 N. Kolmer Ave., Chicago 51, Ill.
Phone: CAPitol 1020

President.....Edward F. Bachner
Vice-President & Treas.....M. F. Bachner
Vice-Pres., in Charge of Sales
John J. Bachner

PRODUCTS: Plastics, cabinets and other plastics parts molded to special order.

Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.

President.....F. C. Best
Sales Manager.....W. A. Nicely

PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

Cinch Manufacturing Corp.

2335 W. Van Buren St., Chicago 12, Ill.
Phone: Chesapeake 2000

President.....Lester W. Tarr
Vice-Pres. & Genl. Mgr.....Cary C. Wilson
Vice-Pres. & Asst. Treas.....J. J. Steffen
Treasurer.....A. W. Kimbell
Asst. Secy.....John R. Nicholson
Sales Manager.....E. J. Pool

BRANCH OFFICES: 15 East 26th Street, New York, N. Y., Phone, Caledonia 5-3932, Executive-in-Charge, G. S. Maynard, Jr.; 3701 N. Broad Street, Philadelphia 40, Pa., Phone, Radcliffe 4775, Executive-in-Charge, W. C. MacFadden.

PRODUCTS: Radio terminal strips, molded and laminated miniature octal and loktal sockets, miscellaneous laminated bakelite and metal assemblies, miscellaneous molded plastic and metal assemblies.

Clarostat Mfg. Co., Inc.

285 N. 6th St., Brooklyn, N. Y.
Phone EV 8-6770

President.....John J. Mucher
General Manager.....Victor Mucher
Treasurer .....Jacob Mucher
Secretary .....Stephen Mucher
Chief Engineer.....George Mucher
Sales Engineer.....I. J. Youngblood

BRANCH OFFICES: 540 No. Mich. Ave., Chicago. PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

Colonial Radio Corp.

254 Rano St., Buffalo, N. Y.
Phone: RIverside 2450

President.....A. H. Gardner
Vice-Pres. in Charge of Eng....H. C. Forbes
Manager Comm. Dept.....T. P. Cunningham

BRANCH OFFICES: 254 Rano Street, Secretary and Treasurer, H. E. Riordan; 254 Rano Street, Director of Purchases, B. F. Valliere; 254 Rano Street, Works Manager, J. C. Ryan.

PRODUCTS: Home radios, automobile radios, military and naval communications equipment.

Communication Equipment & Engineering Co.

504 N. Parkside Ave., Chicago, Ill.
Phone: EStebrook 3110

President.....Robert A. Clark

PRODUCTS: Transmitters, receivers, amplifiers and test equipment.

C. G. Conn, Ltd.

1101 East Beardsley Ave.,
Elkhart, Indiana

President.....C. D. Greenleaf
Vice-President.....A. L. Smith
Sales Manager.....R. C. Poyser
Chief Engineer.....L. B. Greenleaf
Credit Manager.....Leo East
Purchasing Agent.....C. W. Silvers
Export Manager.....Richard Bressler
PRODUCTS: Conn chromatic stroboscope, special apparatus, sound recording equipment.

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland, Ohio
Phone: CLearwater 3962
Vice-President & Sales Manager
W. M. Kohring
PRODUCTS: Carbon and wire-wound resistors, suppressors, precision resistors for meters, paper dielectric condensors, filternoys.

Continental Electric Co.

Geneva Illinois
Phone: Del. 6579 & Geneva 4140
President & Treasurer.....H. A. McIlvane
Secretary.....O. T. McIlvane
Vice-President.....W. S. Sims
Vice-Pres. in Charge of Publicity & Sales
R. E. Smiley
Vice-Pres. in Charge of Engineering
J. H. Hutchings
Sales Manager.....E. D. Magnus
BRANCH OFFICE: 903 Mdse. Mart, Chicago, Ill., Phone, Del. 6579, Vice-President in charge of Publicity and Sales, R. E. Smiley.
PRODUCTS: Electronic tubes, phototubes for sound projection, rectifier tubes for sound, equipment rectifiers, thyratrons for light control.

Cornell-Dubilier Electric Corp.

333 Hamilton Blvd., S. Plainfield, N. J.
Phone: PLainfield 6-9000
President.....Octave Blake
Vice-President.....William Dubilier
Vice-Pres.-Treas.....Haim Beyer
Vice-President.....Wm. M. Bailey
VicePresident.....Paul McK. Deeley
Vice-President.....Felix Weiss
Vice-President.....T. E. Abeel
Secretary.....Kenneth E. Ryan
Asst. Treasurer.....L. F. Geiser
Asst. Secretary.....M. F. Keating
Comptroller.....J. A. Bertolacci
BRANCH OFFICES: 1605 Rodney French Blvd., New Bedford, Mass., Phone, N. B. 6-8561, Executive Vice-President, Haim Beyer; 861 Broad Street, Providence, R. I., Phone, Williams 2731, Vice-President, T. E. Abeel; 8 Grafton Street, Worcester, Mass., Phone, Worcester 6-6203, Executive-in-Charge, Max Bleich.
PRODUCT: Capacitors.

Corning Glass Works

Corning, New York
Phone: Corning 372
President.....Glen W. Cole
Vice-President.....W. C. Decker
Sales Manager.....C. J. Phillips
Contact.....G. C. Jones
PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes.

Cornish Wire Co., Inc.

15 Park Row, New York, N. Y.
Phone CO 7-2525
President.....John Cook
Contact.....W. F. Osler, Jr.
PRODUCTS: Radio and Electrical Wires and Cables.

Crescent Industries, Inc. & Crescent Tool & Die Co.

4132-54 W. Belmont Ave., Chicago 41, Ill.
Phone: Mulberry 1200
President & Treas.....Henry H. Gefvert
Vice-Pres. & Genl. Mgr.....Nels G. Lenberg
Secretary.....Leonard C. Larsen
Vice-Pres. & Chief Eng.....Valoran Russell
Production Manager.....John T. Steupak
Administrative Officer.....Henry Anderson
Supt. of Loudspeakers....William L. Rollins
Supt. of Radar Units.....Edwin G. Koriath
Purchasing Agent.....Eugene L. Youngreen
PRODUCTS: Manufacturers of radio loudspeakers, record changers, tools, dies, jigs, fixtures and metal stampings.

The Crosley Corp.

1329 Arlington St., Cincinnati, Ohio
Phone: KIrby 6600
President.....Powel Crosley, Jr.
Vice-President & General Manager,
Manufacturing Div.....R. C. Cosgrove
Exec. Vice-Pres.....L. M. Crosley
Vice-Pres., Treas. & Asst. Genl. Mgr. (Mfg.)
George E Smith
Vice-Pres. in Charge of Research & Engr.
L. M. Clement
Genl. Sales Mgr. (Mfg. Div.)
James H. Rasmussen
Dir. of Public Relations.....S. D. Mahan
Mgr. of Distribution.....E. C. Brode
Dir. of Product Mgr.....Clarence Felix
Dir. of Exports.....J. W. DeLind, Jr.
Dir. of Purchases.....J. E. Lautsbaugh
Asst. Secy. & Asst. Treas.....E. J. Ellig
Legal Counsel.....A. D. Redfield
Dir. of Industrial Rel. & Standards
G. F. Gamber
Controller.....L. W. Adkins
Dir. of Administration.....L. J. Karmen
Dir. of Planning.....J. H. Cohen

Dir. of Quality.....H. W. Deuker
Dir. of Facilities.....F. W. Scholder
BRANCH OFFICE: Crosley Distributing Corp., Phone, Medalion 3-1830, Branch Manager, Lee Conover.
PRODUCTS: Production devoted now entirely to war products. Peace-time production includes Crosley radio.

Crowe Name Plate & Mfg. Co.

3701 Ravenswood Ave., Chicago, Ill.
Phone: BITtersweet 7500
President.....E. C. Coolidge
Sales Manager.....Marvin M. Lane
PRODUCTS: Escutcheons, dials, cabinets, tuning devices, knobs, pointers, name-plates.

Crystal Research Laboratories, Inc.

29 Allyn Street, Hartford, Conn.
Phone: 7-3215
President.....S. I. Ward
Vice-President.....H. F. Jochim
Chief Engineer.....R. K. Blackburn
Production Mgr.....E. B. Lewis
PRODUCTS: All types of quartz crystals for communication and industrial uses; manufacturers of electronic test equipment.

Doolittle Radio, Inc.

7421 S. Loomis St., Chicago 36, Ill.
President.....E. M. Doolittle
Vice-President.....Dudley Gray
Sales Manager.....H. V. Carlson
BRANCH OFFICES: Manufacturers representatives throughout the United States.
PRODUCTS: Police, airline, emergency communications equipment AM or FM. Monitoring instruments for measuring frequency modulation and distortion AM or FM. All sizes coaxial transmission line and fittings.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616
President.....Allen B. Du Mont
Vice-President.....Leonard F. Cramer
Secretary.....Bernard Goodwin
Treasurer.....Paul Raibourn
BRANCH OFFICE: 515 Madison Ave., New York, N. Y., Phone, ELdorado 5-4822, Manager, Samuel H. Cuff.
PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs and Material Test Instruments (Cyclograph).

Dumont Electric Co.

34 Hubert St., New York, N. Y.
Phone: CAnal 6-7980
President & Sales Manager...Philip Dubilier
Vice-President.....J. Dubilier
PRODUCTS: Paper, electrolytic and mica condensers.

DX Crystal Co.

1200 N. Claremont Ave., Chicago 22, Ill.
Phone: Armitage 3740
Co-owner.....Louis J. Patla
Co-owner.....Maurice P. McLean
Charge of Crystal Division.....Frank Cooke
Charge of Coil, Transf. & Speaker Div. V. A. Wirth
Charge of Screw Machine Division Frank Zoltan
PRODUCTS: Quartz xtals, toroid coils, coil transformers, screw machine parts, universal joints and mechanical assemblies.

Eastern Mike-Stand Co.

56 Christopher Ave., Brooklyn, N. Y.
Phone DIckens 2-3538
Contact.....S. Sherman
BRANCH OFFICES: 43 E. Ohio St., Chicago, Ill., W. L. Holst, Rep.
PRODUCTS: Microphone Stands and Accessories. (*Firm engaged in war manufacturing for the duration.*)

Hugh H. Eby, Inc.

18 W. Chelten Ave., Philadelphia, Pa.
Phone: TENnessee 1800
18 W. Chelten Ave., Philadelphia 44, Pa.
Vice-President.....F. Holmstrom
Secy. & Treas.....J. Hawley
Chief Engineer.....L. Wanner
Purchasing Agent.....J. Gould
PRODUCTS: Binding posts, sockets, plugs, terminal strips, metal stampings, screw machine parts, custom moldings, electrical assemblies of all types like radio and radar, telephone, headsets and microphones.

Eckstein Radio and Television Co., Inc.

1400 Harmon Pl., Minneapolis, Minn.
Phone: Atlantic 2541
President.....E. A. Eckstein
Secy. & Treas.....E. R. Bostrom
Sales Dept.....E. R. Bostrom
Purchasing Dept.....E. R. Bostrom
PRODUCTS: Radio receivers, sound equipment and sound amplifiers.

Eitel-McCullough, Inc.

San Bruno, Calif.
Phone San Bruno 4000
President.....W. W. Eitel
Vice-President & Treasurer.J. A. McCullough
Production Manager....George Wunderlich
BRANCH OFFICE: Salt Lake City, Utah. Phone Salt Lake City 6-8761. L. N. Pierri, Mgr. PRODUCTS: Transmitting Vacuum Tubes and Condensers, Vacuum Relays and Rectifiers.

Electrical Research Laboratories, Inc.

2020 Ridge Ave., Evanston, Ill.
Phone: University 2400

President.....E. Alschuler
General Manager.....O. F. Taylor
Sales Manager.....E. G. May

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players.

The Electro Motive Mfg. Co.

South Park & John Sts., Willimantic, Conn.
Phone WIllimantio 207

Executive Partner.....Philip Lauter
General Manager.....J. A. Flanzer
Purchasing Agent & Advertising Mgr.
Samuel N. Rosenstein
Chief Engineer.....Maury Cohn

BRANCH OFFICE: 1775 Broadway, New York, N. Y., Phone, CIrcle 6-0867, Salesman, Norman H. Lawton.

PRODUCTS: Molded mica condensers, silver mica condensers, and mica trimmers and padders.

Electro-Voice Mfg. Co., Inc.

1239 S. Bend Ave., So. Bend 24, Ind.
Phone S. Bend 2-1431

President .....Albert Kahn
Engineer.....L. R. Burroughs
Production Manager.....R. E. Siekman
Branch Office: 1775 Broadway, N. Y. 19, N. Y.
N. H. Lawton, Rep.

PRODUCTS: Velocity, Dynamic and Carbon Microphones.

Electronic Corp. of America

45 W. 18th St., New York 11, N. Y.
Phone: WAtkins 9-1870

President.....S. J. Novick
Export Manager.....L. M. Braun
Asst. Treasurer.....S. R. Berk
Genl. Manager.....R. Neusch
Chief Engineer.....F. Lester

PRODUCTS: Radio and allied electronic products.

Electronic Laboratories, Inc.

122 W. New York St., Indianapolis 4, Ind.
Phone: Lincoln 5421

President.....Norman R. Kevers
Vice-Pres. & Genl. Mgr.....W. W. Garstang
Chief Engineer.....R. H. Frye
Sales Manager.....W. E. Peek
Treasurer.....T. D. Scheidler
Secretary.....William Lochhead
Advertising.....Ed Van Riper

BRANCH OFFICE: 13 East 40th Street, New York, N. Y., Phone, LExington 8-8555, Export, Arthur Rocke.

PRODUCTS: Vibrators, vibrator power supplies, RR marine and bus fluorescent lighting equipment.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.
Phone: No. 2-2168

Manager.....D. A. Marcus
Chief Engineer.....S. K. Babock
Purchasing Agent.....W. C. Keeler
Production Supt.....W. J. Cumming
Asst. Engineer.....E. J. Morefield

PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphones.

Electronic Tube Corp.

1200 E. Mermaid Ave., Phila. 18, Pa.
Phone: Chestnut Hill 6800

President-Treasurer.....Seymour Turner
Vice-Pres. & Secy.....Henry Temin
Vice-President.....Henry Bemford

PRODUCTS: Cathode ray tubes, special electronic tubes (all types), electronic equipment (various types).

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: CHelsea 2-1800

President.....Benjamin Abrams
Secy. & Treas.....Max Abrams
Vice-Pres. in Charge of Sales
Charles Robbins
Vice-Pres. Engineering & Production
Dorman D. Israel
Manager of Govt. Contracts.....H. J. Dostal
Controller.....M. E. Ornitz
Dir. of Purchasing.....J. L. Herold

PRODUCTS: Radio electronic devices for military use, receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

Epsey Manufacturing Co., Inc.

305 East 63rd St., New York 21, N. Y.
Phone REgent 7-3090

President.....Harold Shevers
General Manager.....Nathan Pinsley

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets.

Erco Radio Laboratories Inc.

Hempstead, Long Island
Phone: Hempstead 6985-985

PRODUCTS: Receivers, Transmitters, Radio Airport Traffic Control Equipment, Radio Frequency Standards, Radio Communications Equipment, Radio Test Equipment. (*resonance meters.)

AFFILIATED COMPANY: Aero Communications, Inc., Hempstead, Long Island, N. Y., Phone, Hempstead 6985-985.

PRODUCTS: Receivers, transmitters, radio airport traffic control equipment, radio frequency standards, radio communications equipment, radio test equipment, and resonance meters.

Erie Resistor Corp.

644 West 12th St., Erie, Pa.

President.....G. Richard Fryling
Vice-Pres. in Charge of Sales..W. H. Fryling
Sales Mgr. of Electronic Division
A. K. Shenk
Sales Mgr. of Plastics Division..J. P. Quinn

PRODUCTS: Carbon resistors; ceramic, silver mica, ceramicon trimmer condensers, custom molded plastics.

Evanston Sound Proof Door

1127 Hinman Ave., Evanston, Ill.
Phone University 2758

Manager.....W. W. Lloyd

PRODUCTS: Sound Proof Doors.

Fada Radio & Electric Co., Inc.

3020 Thomson Avenue, Long Island City, New York

President.....J. M. Marks
Vice-President.....B. Lippin
Chief Engineer.....A. Carr
Credit Mgr.....H. H. Carlish
Credit Mgr.....D. I. Marks
Purchasing Agent.....I. N. Marks

PRODUCTS: Radio receivers and communication equipment.

Fairchild Camera and Instrument Corporation

475 10th Ave., N. Y. 18, N. Y.
Phone LOngacre 3-1255

President.....J. S. Ogsbury
Exec. Vice-Pres.....E. Robinson
Vice-President.....C. A. Harrison
Vice-Pres. & Secy.....C. L. Terrill
Vice-President.....J. A. Hewlett
Treasurer.....J. H. Dalton
Dir. Eng. & Research.....R. H. Lasche
Asst. Vice-Pres. & Works Manager
R. A. Draghi
Asst. Vice-President.....R. G. Sanders
Purchasing Agent.....J. E. Kaiser
Dir. of Publicity.....R. H. Bailey
Advertising Manager.....H. K. Yulke

PRODUCTS: Sound recording equipment.

Farnsworth Television & Radio Corporation

372 East Pontiac St., Fort Wayne 1, Ind.
Phone Anthony 5301

President.....E. A. Nicholas
Vice-President (Sales).....E. H. Vogel
Vice-President (Engineering)
B. Ray Cummings
Vice-President & Treasurer....J. P. Rogers
Manager, Purchasing Department
E. S. Needler
Sales Manager, Capehart Division
I. C. Hunter
Manager, Advertising and Sales Promotion.....J. S. Gareeau

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, television transmitters and tubes, studio equipment.

Federal Recorder Co., Inc.

630 S. Wabash Ave., Chicago, Ill.
Phone Har. 8330

General Manager.....Ralph Rubenstein
Engineer.....Earl Kent

BRANCH OFFICES: 251 Fourth Ave., New York, N. Y.; 150 Marietta St. N. W., Atlanta, Ga.: 569 Mission St., San Francisco, Calif. PRODUCTS: 12 and 16" Recording Dises, Cutter Heads, Recording Amplifiers, Home Recorders, Cutting and Playback Needles, Steel, Glass and Paper Base Recording Blanks.

Federal Telephone and Radio Corp.

591 Broad St., Newark, N. J.

Manager.....T. M. Douglas

PRODUCTS: Broadcasting and point-to-point equipment; land, marine and air sets; vacuum tubes and crystals.

Felt Products Mfg. Co.

1504-16 Carroll Ave., Chicago 7, Ill.
Phone: Mon. 6750-56

President.....A. Mecklenburger
Mgr. of Industrial Division....B. J. Schwinn
Field Engineer.....Fred C. Johnson

PRODUCTS: Felt washers, paper parts, paper insulation special shapes, acetate cellulose special shapes, radio backs, and special shapes die cutting.

Ferranti Electric, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-0912

Vice-President.....W. R. Spittal
Secretary.....M. J. Pope

PRODUCTS: Audio and power, transformers, chokes, filters, wiring and assembly, sheet metal, and bakelite fabrication.

Finch Telecommunications, Inc.

4th and Virginia Sts., Passaic, N. J.
Phone PA 2-3440

President.....Frederic C. Scofield
Vice President.....Frank R. Brick, Jr.
Treasurer.....James L. Bradford

PRODUCTS: Special radio equipment for governmental usage only; facsimile for broadcasting; radio applications; telepicture equipment.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WAlker 5-8765

President.....Max Adelberg
Vice-President.....Arthur Freed
Treasurer.....Melvin Zalkin

PRODUCTS: Radio-phonograph combinations all with FM.

Freeland & Olschner Products, Inc.

611 Baronne St., New Orleans 13, La.
Phone Raymond 4756

President.....W. T. Freeland
Vice-President.....C. E. Olschner, Jr.
Treasurer.....J. H. Dallmann

PRODUCTS: Repair of large transmitting tubes.

Billings S. Fuess

2-4 Lackawana Place, South Orange, N. J.

Proprietor.....Billings S. Fuess

PRODUCTS: Loud speaker cones, spiders, noulded and formed products.

Galvin Manufacturing Corp.

4545 Augusta Blvd., Chicago 51, Ill.
Phone: SPalding 6500

President.....Paul V. Galvin
Vice-President.....Frank O'Brien

PRODUCTS: Receiving sets, radio phonograph combinations, FM receiving sets, record-players, AM and FM 2-way police radio communication systems.

Garod Radio Corp.

70 Washington St., Brooklyn, N. Y.
Phone: MAin 4-6044

President.....Max W. Weintraub
Sales Manager.....Louis Silver
Chief Engineer.....B. S. Trott

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, electronic equipment.

Gates Radio & Supply Co.

Quincy, Ill.
Phone 522

General Manager.....P. S. Gates
Chief Engineer.....Fred Grimwood

PRODUCTS: All types of radio transmitting equipment and allied apparatus.

General Electric Electronics Department

1 River Rd., Schenectady, N. Y.
Phone: SChenectady 4-2211

President of Company.....C. E. Wilson
Vice-Pres. in Charge of Electronics Dept.
Dr. W. R. G. Baker
Genl. Sales Mgr.....A. A. Brandt
Acting Advertising Mgr.....J. G. Porter
Acting Publicity Mgr.....E. L. Robinson

BRANCH OFFICES: 570 Lexington Avenue, New York, N. Y., District Manager, H. J. Mandernach; 140 Federal Street, Boston, Mass., District Manager, R. L. Hanks; 1405 Locust Street, Philadelphia, Pa., District Manager, T. B. Jacocks; 4966 Woodland Avenue, Cleveland, Ohio, District Manager, R. P. VanZile; 840 South Canal Street, Chicago, Ill., District Manager, G. S. Peterson; 1301 North Larmar Street, Dallas, Texas, District Manager, T. B. Willard; 235 Montgomery Street, San Francisco, Calif., District Manager, W. A. Boland; 187 Spring Street, N. W., Atlanta, Ga., District Manager, R. N. Fowler; 106 West 14th Street, Kansas City, Mo., District Manager, R. J. Meigs.

PRODUCTS: All facilities engaged now in making electronics products for the armed forces. In all branches of the radio field.

General Electronics Inc.

1819 Broadway, Room 1410
New York 23, N. Y.
Phone: CIrcle 7-8093

Treasurer.....D. E. Replogle
Sales Manager.....T. A. Haish

PRODUCTS: Electron power and transmitting tubes.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio
Phone: 2235

President.....A. W. Fritzsche
Treasurer.....C. F. Russert
Vice-Pres., Factory Mgr.-Plastics Div.
O. W. Marsh
Vice-Pres., Factory Mgr.-Mech. Div.
W. A. Schmittgen
Vice-Pres., Sales Mgr. of Mechanical Div.
H. E. Moon
Vice-Pres., Sales Mgr. of Plastics Div.
M. O. Barshard

PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: ELizabeth 3-4400

President.....A. Blumengrantz
Chairman of Board.....S. Cohen
Exec. Vice-Pres.....R. E. Laux
Vice-Pres. in Charge of Sales..Don J. Phelps
Sales Manager.....G. P. Marron

Chief Engineer.....H. M. Detrick
Purchasing Agent.....C. B. Townley
BRANCH OFFICE: 737 N. Michigan Avenue, Chicago, Ill., Phone, Delaware 1048, Executive-in-Charge, H. Berman, LeRoy Parr.
PRODUCTS: Variable condensers, record changers, tuning mechanisms.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
Gen. Manager.....Edward Metzger
Sales Manager.....Morris Perlman
Chief Engineer.....Gunnard Swedlund
Credit Manager.....Vera Ludwig
Purchasing Agent.....Ernest Neustadter
PRODUCTS: Fabricators of laminated phenolic materials.

General Magnetic Corp.

2126 E. Fort St., Detroit, Mich.
Phone: FItzroy 5760
President.....Charles M. Hofman
Sales Manager.....O. H. Hofman
PRODUCTS: Magnets.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 4400
Chairman of Board.....H. B. Richmond
President.....E. H. Locke
Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Production.....C. C. Carey
Chief Engineer.....M. Eastham
BRANCH OFFICES: Room 1504, 90 West Street, New York 6, N. Y., Phone, COrtlandt 7-0850, Engineer, M. A. Gilman; 920 South Michigan Avenue, Chicago 5, Ill., Phone, Wabash 3820, Engineer, L. E. Packard; 1000 North Seward Street, Los Angeles 38, Calif., Engineer, F. Ireland.
PRODUCTS: Radio and electronic instruments.

Goat Metal Stampings, Inc.

314 Dean Street, Brooklyn 17, N. Y.
President.....Walter Goat
Vice-President.....Jens Mortensen
Secretary.....Edward F. Staver
Sales Manager.....Edward M. Haines
PRODUCTS: Tube shields—small intricate drawn, formed and stamped parts, manufactured to very close tolerances from the difficult working metals and alloys.

Edwin I. Guthman & Co.

15 S. Throop St., Chicago, Ill.
Phone: CHEsapeake 1600
President.....Edwin I. Guthman
Sales Manager.....B. J. Funk
PRODUCTS: R.F. and I.F. coils, trimmer condensers, textile-covered wire, zinc coil shields, coil winding machinery, tools and dies, electroplating.

The Hallicrafters Co.

2611 South Indiana Ave., Chicago, Ill.
Phone: CALumet 1600
President.....W. J. Halligan
Vice-President.....R. W. Durst
Asst. Secretary.....J. J. Frendreis
Chief Engineer.....R. E. Samuelson
Purchasing Agent.....E. J. Corcoran
Factory Supt.....H. Hartley
Personnel Mgr.....K. McClelland
Traffic Manager.....E. A. LaBelle
Advertising Mgr.....E. G. Brown
PRODUCTS: Short-wave radio communication receivers and transmitters.

Hamilton Radio Corp.

510 Sixth Ave., New York 11, N. Y.
Phone: GRamercy 7-5210
President.....A. A. Juviler
Vice-President.....P. L. Schoenen
Asst. Treasurer.....M. Sobin
Director of Sales.....J. F. Crossin
Chief Engineer.....J. Ravdin
Dir. of Engineering Design & Development
N. P. Case
Purchasing Engineer.....M. Z. Landau
Office Manager.....L. Haber
PRODUCTS: Complete line of home receivers.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone LOngacre 5-1300
President.....Lloyd A. Hammarlund
V-P & Treasurer.....Joseph Lush
V-P .....H. B. Macartney
Secretary-Comptroller.....E. A. Wittmer
Advertising Mgr.....G. W. Shuart
PRODUCTS: Manufacturers of precision communications equipment.

Harco Steel Construction Co., Inc.

1180 E. Broad St., Elizabeth 4, N. J.
Phone: Elizabeth 2-0826
President & Treasurer.....Harold Cohen
Secretary.....Hugo E. Kern
Vice-President.....C. S. Loftus
PRODUCTS: Radio masts and towers.

Hartenstine Zane Co., Inc.

225 Broadway, New York, N. Y.
Phone BA 7-8390
Contact.....Chas. J. Hartenstine
BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. PRODUCTS: Antennae Installation including all field work for foundations, erection, painting, lighting, and servicing radio towers. Installing ground systems and coaxial cable.

Harvey Radio Laboratories, Inc.

447 Concord Avenue, Cambridge 38, Mass.
Phone: Trowbridge 2800
President.....Frank Lyman, Jr.

Sales Manager.....James E. McDonald
Chief Engineer.....Arthur L. Quirk

PRODUCTS: Police two-way equipment, marine equipment (radio direction finders), regulated and high voltage power supplies, communications equipment, electronic equipment.

Harvey-Wells Communications, Inc.

North Street, Southbridge, Mass.
Phone SOuthbridge 1940

President & Treasurer.....John M. Wells
Vice-President & Chief Eng....C. A. Harvey
Vice-President & General Manager
Richard A. Mahler

PRODUCTS: Radio transmitting and receiving equipment; rectifier and power supply equipment.

Haydu Brothers

Plainfield, New Jersey
Phone: Plainfield 6-0878

Partner.....George K. Haydu
Partner.....Zoltan Haydu
Sales & Prod. Mgr....Alexander Fleischman
Chief Engineer.....Zoltan Haydu
Purchasing Agent.....Milton H. Scherr

PRODUCTS: Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

Hazeltine Corporation

1775 Broadway, New York 19, N. Y.
Phone: COlumbus 5-0793

Chairman.....Edgar Rickard
President.....Jack Binns
Vice-Pres.-Chief Eng.....W. A. McDonald
Asst. Treas.....Herbert F. Clough

PRODUCTS: Patents and engineering service to manufacturers.

Hoffman Radio Corp.

3430 So. Hill St., Los Angeles 7, Calif.
Phone: PRospect 3446

President.....H. L. Hoffman
Vice-President, Engineering...W. S. Harmon
Purchasing Agent.....P. L. Fleming
Secretary.....R. A. Yarcho
Treasurer.....G. G. Davidge
Sales Manager.....R. J. McNeely

PRODUCTS: The following are manufactured now: antenna box kites, variable condensers, frequency meters, transmitters, receivers, and miscellaneous electronic equipment.

Hollister Crystal Co.

1617 Pearl St., Boulder, Colo.
Phone BOulder 1720

Manager.....Herb Hollister
Production Manager.....Ted Heithecker

PRODUCTS: Quartz Crystals.

Howard Radio Co.

1735 Belmont Ave., Chicago 13, Ill.
Phone: BITtersweet 4433

President.....Joseph F. Riley
Vice-President.....J. M. Muniz
Treasurer.....G. L. Turnquist
Chief Engineer.....W. James
Purchasing Agent.....N. J. McCurdie

PRODUCTS: AM-FM radios and phonograph combinations, television receivers, recording discs and other electronic products.

Hudson American Corp.

23 West 43rd St., New York 19, N. Y.
Phone: BRyant 9-1982

President.....Hazard E. Reeves
Vice-President.....Neil K. Hoskins
Vice-President.....E. L. Wayman, Jr.
Public Relations Dir.....Fred H. Pinkerton
Treasurer.....L. D. Ely
Sales Manager.....P. E. Bowen
Chief Engineer.....A. Hass
Credit Manager.....W. H. Wadhams, Jr.

PRODUCTS: Communications equipment.

Hytron Corp.

76 Lafayette St., Salem, Mass.
Phone: Salem 2260

President.....Lloyd H. Coffin
Genl. Manager.....Bruce A. Coffin
Vice-President.....Edgar M. Batchelder

BRANCH OFFICES: 315 Fourth Avenue, New York, N. Y., Phone, Gramercy 5-5583. Salesman, David Cogan; 43 East Ohio Street, Chicago, Ill., Phone, Canal 2616, Salesman. Ira L. Arkin, Commercial Engineer, Alfred Koenig.

PRODUCTS: The following vacuum tubes: receiving, ballast, hearing-aid, very-high-frequency triodes and pentodes, miniatures, medium and low-power transmitting triodes, R. F. beam tetrodes (particularly instant-hearing), R. F. pentodes, gaseous voltage regulators, and rectifiers.

Ideal Fluorescent Products Co.

150 Summit St., Newark, N. J.
Phone: Mi 2-6466

Manager.....Herman K. Kuthe

PRODUCTS: "Ideal" fluorescent starter switches, and electronic tubes.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago, Ill.
Phone: FRAnklin 1114

President & Treas.....A. D. Plamondon, Jr.
Vice-Pres. & Genl. Mgr....Joseph F. Drennan
Secretary.....Albert Kahn
Asst. Secretary.....M. J. Drew

BRANCH OFFICES: 51 E. 42nd Street, New York, N. Y., Phone, MUrray Hill 2-3239, Sales Engineer, Philip Smith; 1537 Main Street, Springfield, Mass., Phone, Springfield 6-8157, Sales Engineer, Frank A. Hayden; 908 Fisher Bldg., Detroit, Mich., Phone, Madison 4320, Sales Engineer, J. Henry Smith; 646 North Fuller Avenue, Los Angeles, Calif., Phone, Whitney 2122, Sales Representative, C. W. Warren; 1045 Bryant St., San Francisco, Calif., Phone, Underhill 9966, Sales Representative, A. M. Schweitzer.

PRODUCTS: Permanent magnets, radar magnet assemblies, alloy castings, and ground rod.

Industrial & Commercial Electronics

601 O'Neill Ave., Belmont, Calif.
Phone: Belmont 64

President.....Ralph C. Shermund
Vice-President.....Charles V. Litton
Chief Engineer.....D. Gordon Clifford
Credit Manager.....G. C. Stuparich
Purchasing Agent.....M. C. Keil

PRODUCTS: Industrial transmiting tubes.

Insuline Corp. of America

3602-10 35th Ave., Long Island City, N. Y.
Phone AStoria 8-3738

President.....S. J. Spector
Sales Manager.....Edward J. Cohen
Vice-Pres.-Treas.....Edward J. Cohen
Production Manager.....C. W. Peterson

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads.

International Detrola Corporation

Beard Avenue at Chatfield, Detroit 9, Mich.
Phone: Vinewood 1-8100

President.....C. Russell Feldmann
Treasurer.....R. J. Nixon
Service Manager.....K. L. Granger
Purchasing Agent.....R. H. Wann
Detrola Radio Div., Detroit, & Gen. Mgr. Fleming Johnson
Director of Eng.....R. M. Daugherty

PRODUCTS: Electric sets: compact, table, portable, consoles; battery sets: automobile, portable, portable AC-DC, table; combinations: radio-phonograph-radio phonograph automatic record changers; frequency-modulation sets; console, also aviation sets and record-players.

International Resistance Co.

401 N. Broad St., Phila. 8, Pa.
Phone: Walnut 2166

President.....Ernest Searing
Vice-Pres., Sales.....Harry Ehle
Vice-Pres., Chief Eng.....Jesse Marsten
Manager, Industrial Div.....H. G. Beebe
Manager, Radio Division.....C. H. Griffith
Manager, Merchandise Div.....Robert Baggs

BRANCH OFFICE: 165 Broadway, Room 1438, New York, N. Y., Manager, A. H. Harddick, Sales Engineer, W. T. Kelly.

PRODUCTS: Fixed and variable resistors, volume and tone controls, potentiometers, attenuators, and power rheostats.

Irvington Varnish & Insulator Co.

6 Argyle Terrace, Irvington 11, N. J.
Phone: ESsex 3-4200

Pres. & Genl. Mgr.....A. E. Jones
Vice-Pres., Dir. of Sales.....F. A. Shoemaker
Vice-Pres., Mfg.....R. Metzger
Secretary.....F. M. Miller
Treasurer.....Carl Egner
Genl. Sales Manager.....J. J. Connors
Purchasing Agent.....K. C. Johnson

PRODUCTS: Insulating material, tubing.

Isolantite Inc.

343 Cortlandt St., Belleville, N. J.
Phone: Belleville 2-4600

Vice-Pres.-Gen. Mgr.....G. W. Hawkins
Works Manager.....H. D. Clifton
Gen. Sales Manager.....E. A. Domber
Comptroller.....A. F. Heard

BRANCH OFFICES: 43 East Ohio Street, Chicago, Ill., Phone, Superior 5925, District Engineer, H. Pretat; Bulkley Building, Cleveland, Ohio, District Representative, C. E. White.

PRODUCTS: Steatite, high frequency radio insulators, coaxial transmission line and accessory equipment, special antenna equipment.

J. F. D. Manufacturing Co.

4111 Fort Hamilton Parkway, Brooklyn, N. Y.
Phone: WIndsor 8-3100

Owner.....Julius Finkel
Sales Manager.....Walter Bergman

PRODUCTS: Antennas, replacement ballast tubes, dial belts, battery plugs, battery adapters.

The Jackson Electrical Instrument Co.

131 Wayne Ave., Dayton 1, O.
Phone: Hemlock 4076

President.....Paul F. Jackson
Vice-President.....George M. Buchard

PRODUCTS: Test equipment.

Jefferson Electric Co.
25th Ave. & Madison St., Bellwood, Ill.
Phone: MANsfield 7161

President.....J. C. Daley
Exec. Vice-Pres.....Alfred E. Tregenza
Vice-Pres. & Secy.....J. M. Bennan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.
6601 S. Laramie Ave., Chicago 38, Ill.
Phone: PORtsmouth 7600

President.....W. E. Maxon
Vice-President & Sales Manager..T. A. White
Vice-President & Chief Eng...H. S. Knawles

PRODUCTS: Loudspeakers, public address equipment.

Johns-Manville Corp.
22 East 40th St., New York, N. Y.
Phone LExington 2-7600

PRODUCTS: Sound-control materials and acoustical-engineering service.

E. F. Johnson Co.
Waseca, Minn.
Phone 990

General Manager.....E. F. Johnson
Controller.....F. C. Mann
Sales Manager.....C. W. Stevenson
Chief Engineer.....L. W. Olander
Purchasing Agent.....M. L. Johnson

BRANCH OFFICE: 259 W. 14th St., N. Y. C. PRODUCTS: Phasing Equipment, Antenna Tuning Units, Inductors, Variable Condensers, Tube Sockets, Insulators, Plugs and Jacks, Copperweld Wire, Coupling Equipment, Insulators, Concentric Line, Special Antennas, & Special Order Equipment.

Kellogg Switchboard & Supply Co.
6650 S. Cicero Ave., Chicago 38, Ill.
Phone PORtsmouth 6900

President.....J. G. Kellogg
Sales Manager.....F. M. Parsons

PRODUCTS: Oil and wax condensers, communications equipment, microphones, earphones, noise filters, volume controls, retractable electrical cords (Koiled Kords).

Ken-Rad Tube & Lamp Corp., Inc.
Owensboro, Ky.
Phone: Owensboro 2000

President.....Roy Burlew
Sales Manager.....R. W. Metzner

PRODUCTS: Receiving, transmitting, cathode ray and special purpose tubes.

Kenyon Transformer Co., Inc.
840 Barry St., New York 59, N. Y.
Phone DAyton 9-0100

President.....Franklin P. Kenyon
Vice-President & Chief Engineer
Richard B. Shimer

BRANCH OFFICES: 21 E. Van Buren St., Chicago, Ill.; 6406 Sunset Blvd., Hollywood, Calif., F. Craig Palen, Mgr.; 262 Grayson Pl., Teaneck, N. J.

PRODUCTS: Transformers, Reactors, Filters.

Kerrigan Lewis Mfg. Co.
4421 W. Rice St., Chicago 51, Ill.
Phone: Spaulding 7210

Partner.....Vincent M. Kerrigan
Partner.....Charles F. Lewis

PRODUCTS: Magnet and Litzendraht Wire.

"King Brand" Music Papers
1595 Broadway, New York, N. Y.
Phone CI 6-0488

Contact....."Wes" Cowen

BRANCH OFFICE: 3928 Crenshaw Blvd., Los Angeles, Calif. PRODUCTS: Music-Manuscript Paper, Score Paper, Ink, Fountain Pens, Carrying Cases and Covers, Batons, Duplicating Papers, Music Tapes.

King Laboratories, Inc.
205 Oneida St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
General Manager.....W. R. MacLeod
Secy. & Treas.....George L. King

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings.

Kluge Radio Co.
1913 Montrose St., Los Angeles 26, Calif.
Phone Exposition 1742

Owner .....Myron E. Kluge

PRODUCTS: Radio and electronic equipment.

Kuthe Laboratories, Inc.
150 Summit St., Newark 4, N. J.
Phone: MItchell 2-6466

President.....Herman K. Kuthe

PRODUCTS: Electronic transmitting tubes, rectifiers, voltage regulators, indicators, fluorescent starter switches, specialty—gas filled tubes.

Lapp Insulator Co., Inc.

Le Roy, N. Y.
Phone Le Roy 385

President.....J. S. Lapp
Vice-President.....W. F. Young
Treasurer.....G. W. Lapp
Sales Manager.....Brent Mills

PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.
Phone WHitehall 4-1424

Contact.....J. F. Neary

BRANCH OFFICES: In all principal cities.
PRODUCTS: Vertical Radiators, Antenna Towers and Masts.

Lektra Laboratories, Inc.

30 E. 10th Street, New York 3, N. Y.
Phone: ALgonquin 4-0230

President.....Milton W. Blatner
Vice-President.....B. Eisenberg
Secretary.....Julius Kriser

PRODUCTS: Electronic timers (photographic and industrial), electro shock therapy, microphones, communicating systems.

Lenz Electric Manufacturing Co.

1751 N. Western Ave., Chicago, Ill.
Phone: ARMitage 4454

President.....J. Mayo Lenz
Vice-President.....P. C. Lenz
Chief Engineer & Sales Manager
R. G. Zender

PRODUCTS: Wires, cords and cables.

Libbey Glass
Division of Owen-Illinois Glass Co.

P. O. Box 919, Toledo 1, Ohio
Phone: Pontiac 3411

President.....J. P. Lewis
Vice-Pres.-Dir. of Sales.....F. J. Solon
Mgr., Industrial Sales.....R. W. Rogers
Chief Engineer.....H. R. Schutz
Credit Manager.....C. B. Rairdon
Purchasing Agent.....C. L. Rice
Export Manager.....O. R. Hecht
Service Manager.....G. H. Meeker

PRODUCTS: Lead, lime and borosilicate glass handmade bulbs; general lime glass rontainers.

Lifetime Sound Equip. Co.

1101 Adams St., Toledo, O.
Phone Main 5643

General Manager.....Wm. H. Manoff
Factory Manager.....M. H. Manoff
Production Engineer.....F. L. Church

PRODUCTS: Microphones: Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Deflector Baffles.

John E. Lingo and Son, Inc.

28th St. and Buren Ave., Camden, N. J.
Phone Camden 0487

President.....J. E. Lingo
Chief Engineer.....Wesley Thompson
Production.....George Burrows

PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Machlett Laboratories, Inc.

Power Tube Division: 25 Grand St.
Norwalk, Conn.
Phone: Norwalk 6-5581
X-Ray Division: 1063 Hope Street
Springdale, Conn.
Phone: Stamford 4-5781

President.....R. R. Machlett
Vice-President.....W. E. Stevenson
Treasurer.....J. A. Lambert
Vice-Pres., Charge of Mfg.....J. W. Skehan
General Sales Manager.....H. J. Hoffman
Manager of Engineering.....T. H. Rogers

PRODUCTS: A complete line of Electronic tubes for X-Ray, radio transmitting, and industrial purposes.

The Magnavox Co.

2131 Bueter Rd., Fort Wayne, Ind.

President.....Richard A. O'Connor
Sales Manager.....Stanley S. Sondles

PRODUCTS: Speakers, capacitors.

Majestic Radio & Television Corporation

2600 West 50th Street, Chicago 32, Illinois
Phone: Hemlock 6800

President.....E. A. Tracey
Vice-President.....E. V. Otis
Vice-President in Charge of Engineering,
D. E. Foster
Vice-President in Charge of Production,
A. W. Freese
Director of Sales.....Parker H. Ericksen
Export Manager.....C. V. del Mercado
Purchasing Agent.....A. G. Ginsberg
Asst. Treasurer.....C. E. Underwood
Dir. of Purchasing.....J. O. Copel
Works Manager.....John Stevens

PRODUCTS: Radio Receiving and Transmitting Sets.

John Meck Industries

Plymouth, Ind.
Phone: Plymouth 33

President.....John S. Meek
Sales Manager.....W. W. Montgomery
Chief Engineer.....Charles Wexler

BRANCH OFFICES: 500 Fifth Avenue, New York, N. Y., Phone, CHickering 4-3545, Eastern Manager, J. W. Spangenberg; 540 North Michigan Avenue, Chicago, Ill., Phone, Delaware 1561, Executive-in-Charge, L. G. Cushing.

PRODUCTS: Home radio sets, phonographs, sound equipment.

Meissner Mfg. Co.

7th and Belmont Streets, Mt. Carmel, Ill.
Phone: Mt. Carmel 733

President.....J. T. Watson
Exec. Vice-Pres.....G. V. Rockey
Vice-Pres., Sales.....O. F. Jester
Vice-Pres., Eng.....E. J. Stanmyre
Treasurer.....G. W. Osbeck
Secretary.....M. A. Hubbard
Factory Manager.....F. B. Lester
Manager, Planning Department
L. V. Sorensen
Purchasing Agent.....E. O. Braun

BRANCH OFFICE: Palmolive Bldg., Chicago, Ill., Phone, Delaware 8233, Vice-President, O. F. Jester.

PRODUCTS: Radio-phonographs, radar, television, FM converters, amateur receivers, amateur transmitters, test equipment, recording equipment, R. F. coils, I. F. coils, trimming condensers, padding condensers.

Merit Coil & Transformer Corp.

311 North Desplaines St., Chicago 6, Ill.
Phone: Monro 1840

President.....Charles C. Koch
Vice-President.....Harold Jones
Sales Manager.....Charles C. Koch
Chief Engineer.....Harold Jones
Credit Manager.....A. G. Schmidt
Purchasing Agent.....Arthur J. Herold
Service Manager.....Harry R. Koch

PRODUCTS: Transformers, coils, special windings and cable assemblies.

Micamold Radio Corp.

1087 Flushing Ave., Brooklyn 6, N. Y.
Phone: STagg 2-9820

President.....A. P. Hirsch
Sales Manager.....E. B. Tyler
Vice-President.....F. A. Whiting
Purchasing Agent.....J. Roth

PRODUCTS: Transmitting, mica, molded paper, paper, and electrolytic condensers; resistors; ceramics; oil and tubular condensers.

Micro Switch Division of First Industrial Corporation

Freeport, Ill.
Phone: State 900

President.....W. B. Schulte
Vice-President.....A. L. Riche
Sales Manager.....F. E. Wilsey

BRANCH OFFICES: 126 Newbury Street, Boston 16, Mass., Phone, COMmonwealth 3715, Branch Manager, J. J. Cassidy; 43 East Ohio Street, Chicago 11, Ill., Phone, SUPerior 0680; 4900 Euclid Avenue, Cleveland 3, Ohio, Phone, EXpress 1424, Branch Manager, A. W. Wacaser; 1709 West 8th Street, Los Angeles 14, Calif., Phone, EXposition 1169, Branch Manager, E. N. Hughes, Field Engineer, V. J. Warne; 11 Park Place, New York 7, N. Y., Phone, REctor 2-4328, Branch Manager, J. K. Lincoln; 2502 McKinney Avenue, Dallas 2, Texas, Phone, Lakeside 7821, Representative, E. T. Summers; 917 South West Oak Street, Portland, Oregon, Phone, BRoadway 3830, Representative, Don Burcham; 1218 Olive Street, St. Louis 3, Mo., Phone, CEntral 6300, Representative, N. W. Kathrinus.

PRODUCTS: Precision snap-acting micro switches and auxiliary actuators, micro limit switches, special micro switches, thermally operated micro switches, explosion-proof micro switches, splash-proof micro switches.

Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.
Phone GRamercy 5-9466

President.....Dr. R. Byrne
Secretary.....J. M. Kuhlik, Sc.D.
Treasurer.....H. B. Kuhlik
Advertising Mgr.....J. V. Conniff
Vice-President.....G. Ruskin
Public Relations.....B. Burns
Electronics Head.....P. Katzoff, E.E.

PRODUCTS: Sound-On Film Recorders, Sound-On Film Reproducers, Telephone Recording Machines, Dictated Recording Machines, Dictating Transcribers, Throat Microphones, Sound Protection Equipment, Continuous Recorders and Transcribers for every occasion.

James Millen Manufacturing Co., Inc.

150 Exchange Street
Malden 48, Massachusetts
Phone: Malden 4108 and 4109

President .....James Millen
Vice-President.....Robert S. Millen
Sales Manager.....James Millen
Chief Engineer.....R. Wade Caywood
Purchasing Agent.....Robert Harpell
Export Manager.....C. Lohman Janik

PRODUCTS: Radio Transmitters, Receivers and all component parts.

Mirror Record Corp.

58 W. 25th St., New York 10, N. Y.
Phone CH 3-2222

Pres. & Treas.....Paul K. Trautwein

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

The Muter Co.

1255 S. Michigan Ave., Chicago, Ill.
Phone: CALumet 4000

President.....Leslie F. Muter
Vice-President.....J. R. Scanlan
Production Engineer.....C. M. Kramer

PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spira shields, antenna loops, I.F. and R.F. transformers.

National Carbon Co. Inc.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-6800

President.....A. V. Wilker
Vice-Pres. & Gen. Mgr.....J. M. Spangler
General Sales Manager.....C. O. Kleinsmith
Chief Engineer.....L. M. Temple

PRODUCTS: Batteries.

National Co., Inc.

61 Sherman St., Malden, Mass.
Phone: MALden 6350

President.....William A. Ready
General Manager.....J. J. Freeley

PRODUCTS: Receiving sets, FM receiving sets, transmitters, transmitting condensers, dials, coils, chokes, receiving condensers, transmitting parts, R.F. and I.F. transformers, sockets, couplings, receiving parts.

National Union Radio Corp.

15 Washington St., Newark 2, N. J.
Phone: HUmboldt 2-5050

President.....S. W. Muldowny
Controller.....E. O. Sandstrom
Dir. of Labor Relations.....A. C. Beeson
Sales Manager.....H. A. Hutchins
Dir. of Distributor Sales.....J. H. Robinson
Production Manager.....F. A. Turnquist
Dir. of Public Relations.....Ed DeNike
Credit Manager.....H. A. Pope
Dir. of War Service.....J. J. Clune

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, photo cells, condensers, dry batteries, volume controls.

Noblitt-Sparks Industries, Inc.

13th St. & Big Four Railroad, Columbus, Ind.
Phone: Columbus 5521

President.....Q. G. Noblitt
Vice-President.....G. W. Thompson
Sales Manager.....G. T. Ritter
Sales Manager.....J. C. Marshall

PRODUCTS: AM and FM radios for civilian use, electronic equipment for the Signal Corps.

Northern Electric Co., Ltd.

1261 Shearer St., Montreal, P. Q., Canada
Phone Wilbank 3131

President.....P. F. Sise

PRODUCTS: Transmitters, point-to-point equipment, music reproducing equipment, microphones, portable amplifiers, public address systems, aircraft radio, vacuum tubes, electric organs.

Oak Manufacturing Co.

1260 Clybourn Ave., Chicago 10, Ill.
Phone: MOHawk 2222

President.....Edward F. Bessey
1st Vice-Pres., in Charge of Sales
R. A. O'Reilly
Secretary.....William Bessey
Chief Engineer.....E. J. Mastney
Purchasing Agent.....D. L. Bradley

PRODUCTS: Switches, vibrators, condensers, tuners, rotary relays, record changers.

The Ohio Carbon Co.

12508 Berea Rd., Cleveland 11, Ohio
Phone: Boulevard 2700

President.....Allen K. Moulton
Sales Manager.....I. W. Brandel
Chief Engineer.....A. A. Stark

PRODUCTS: Carbon resistors, wire-wound resistors, paper resistors, radar and electronic applications.

Ohmite Mfg. Co.

4835 Flournoy St., Chicago 44, Ill.
Phone: Austin 1070

President.....D. T. Siegel
Treasurer.....W. B. Hills
Vice-Pres., Production.....J. S. Howe
Vice-Pres., Sales.....R. S. Laird
Chief Engineer.....H. Levy
Purchasing Agent.....A. Stolzenfeldt

PRODUCTS: Rheostats, resistors, rotary tap switches, R. F. and power line chokes, and attenuators.

Operadio Manufacturing Co.

St. Charles, Ill.
Phone: MANsfield 6446

President.....J. M. Stone
Vice-President & Gen. Manager..G. R. Haase
Secy. & Treas.....L. A. King
Purchasing Agent.....E. E. Swick
Chief Engineer.....J. F. McCraigh

PRODUCTS: Communication equipment, loud speakers, amplifiers, public address systems.

Oxford-Tartak Radio Corp.

3911 S. Michigan Ave., Chicago, Ill.
Phone: ATLantic 6161

President & Sales Manager...Paul H. Tartak

PRODUCTS: Loud speakers, output and line transformers.

Pacific Sound Equipment Co., Inc.

1534 Cahuenga Blvd., Los Angeles 28, Calif.
Phone Hempstead 5141

President.....Robert G. Metzner
Secretary-Treasurer.....William L. Maas

BRANCH OFFICE: 4821 Bethesda Avenue, Bethesda 14, Md. (Washington, D. C.), Phone, Wisconsin 3144, Representative, William H. Holmes.

PRODUCTS: Phonographs, electric and acoustic; transcription reproducers; public address systems; etc.

Packard-Bell Co.

1115 S. Hope St., Los Angeles 15, Calif.
Phone: PRospect 3404

President.....Herbert A. Bell
General Manager.....H. D. Thomas, Jr.
Director of Sales.....J. M. Spain
Chief Engineer.....A. R. Ellsworth
Purchasing Agent.....A. T. Baxter

PRODUCTS: Radio communication and test equipment, radar, electronic navigation devices. (Peace-time products: radio receivers, radio-phonograph combinations, radio-phonograph-recorders.)

Philco Corp.

Tioga & C Sts., Philadelphia, Pa.
Phone: NEBraska 5100

Chairman of the Board.....Larry E. Gubb
Chairman of Exec. Comm..James T. Buckley
President.....John Ballantyne
Vice-Pres., Charge of Operations
Wm. Balderston
Vice-Pres., Charge of Sales
Thomas A. Kennally
Vice-Pres., Charge of Merchandising
James H. Carmine
Chief Radio Engineer.....Palmer M. Craig
Chief Television Eng.....F. J. Bingley
Director of Research.....David B. Smith
Vice-Pres., Charge of Service.....R. F. Herr
accessories, batteries, radar equipment.

Philharmonic Radio Corp.

528 E. 72nd St., New York 21, N. Y.
Phone: BUtterfield 8-2300

President.....Avery R. Fisher
Vice-Pres.....Victor Brociner
Vice-Pres.....Stanley Bogart
Secretary.....J. A. Coleman
Comptroller.....Victor J. Olcaro
Asst. Secy.-Treas.....George F. Tiernan
Chairman of Board.....Thomas R. Jones

PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, electronic test equipment, military radio and radar.

Philmore Mfg. Co.

114 University Pl., New York 3, N. Y.
Phone: ALgonquin 4-3363

Manager.....Philip Schwartz
Chief Engineer.....Reginald Burke
Credit Manager.....R. Rosen
Export Manager.....M. L. Granat
Service Manager.....Theodore Kunze
Purchasing Agent.....Murray Granat

PRODUCTS: Amateur sets, crystal sets, microphones (carbon type), detectros, plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones, spring aerials.

Phonovision Corp.

850 Blackhawk St., Chicago 22, Ill.
Phone: Michigan 0800

President.....Harry J. Berlin
Chief Engineer.....M. Kenney
Credit Manager.....F. Kosecki
Purchasing Agent.....A. E. Neuhauser

PRODUCTS: Amplifiers and remote control devices.

Pilot Radio Corp.

37-06 Thirty-sixth St., Long Island City, N. Y
Phone: STillwell 4-5455

President-General Manager..Isidor Goldberg

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets.

Poinsettia, Inc.

96 Cedar Ave., Pitman, N. J.
Phone Pitman 511
Phone: Pitman 196

President.....E. Poinsett
Secy. & Treas.....E. P. Carter

PRODUCTS: Phonograph Record Manufacturing Equipment.

Press Wireless, Inc.

1475 Broadway, New York, N. Y.
Phone: BRyant 9-5030

President.....A. Warren Norton
Vice-Pres.....E. J. Kerrigan
Dir. of Communications.....D. K. deNeuf
Dir. of Manufacturing....Ray H. dePasquale
Treasurer.....James Humphry, Jr.
Gen'l Attorney-Secy.....J. E. Denning

BRANCH OFFICE: 1680 Vine Street, Hollywood, Calif., Phone, Granite 7171, Manager of Pacific Division, E. N. Dotson.

PRODUCTS: High power radio transmitters, diversity receivers, aircraft and airfield radio equipment, radio printer systems, moduplex units, channeling devices, radio photo terminals, facsimile machines.

Presto Recording Corp.

242 W. 55th St., New York 19, N. Y.
Phone CI 5-7760

President.....George J. Saliba
Secretary.....Morris M. Gruber
General Sales Manager.....Ralph C. Powell

PRODUCTS: Sound Recording Equipment, Discs and Needles, Transcription Turntables, Recording Amplifiers and Accessory Recording Equipment.

B. A. Proctor Co., Inc.

2 W. 45th Street, New York, N. Y.
Phone MU 6-7542

President & Treasurer....Barton A. Proctor
Vice President & Secretary,
Ferd. C. W. Thiede

PRODUCTS: Crystal Pickups and Recording Heads, Transcription Turntables and Recording Machines.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.
Phone: Camden 7300

President.....Stanley S. Cramer
Vice-President.....Russell E. Cramer
Secy. & Treas.....William W. Paul
Factory Manager.....Frank A. Cowgill
Chief Engineer.....Joseph S. Robb
Purchasing Agent.....James W. Willard
Sales Manager.....William J. May
Dir. of Labor Relations..William J. McHugh

BRANCH OFFICES: 4447 Armitage Street, Chicago, Ill., Western Sales Manager, Robert M. Buesman; 420 Lexington Avenue, Room 611, New York, N. Y., New York Representative, Phil R. Fixel; 3415 West 8th Street, Los Angeles, Calif., West Coast Representative, Carl A. Stone.

PRODUCTS: Variable air condenser for commercial radio sets and special transmitter, receiver and detector equipment.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City, N. Y.
Phone: AStoria 8-1010

President.....Charles M. Srebroff
Vice-Pres.....Frank A. Gunther
Secretary.....Marion Wade

BRANCH OFFICES: 5334 Hollywood Blvd., Hollywood, Calif. Norman B. Neeley; 2040 Grand River Ave. W., Detroit, Mich., M. N. Duffy; 612 North Michigan Blvd., Chicago, Ill., REL Equipment Sales, Inc., Executive-in-Charge, R. B. Ritter.

PRODUCTS: Broadcast transmitters, frequency modulation and amplitude modulation, antennas, test equipment, FM speech consoles, FM studio to transmitter relays, FM receivers, loudspeaker units, portable transmitters for remote pick-up service, mobile two-way FM transmitters and receivers for Military and Municipal use.

RCA Victor Division

Camden, New Jersey
Phone Camden 8000

Vice-Pres., Charge of Division
Frank M. Folsom
General Manager.....Robert Shannon
Chief Engineer.....Dr. C. B. Jolliffe
Dir. of Finance & Accounts.....J. G. Wilson
Dir. of Advertising.....C. B. Brown
Mgr. of Engineering Products Division
Meade Brunet
Mgr. of Radio, Television & Phonograph Div.
T. F. Joyce
Mgr. of Tube & Equipment Div.
L. W. Teegarden
Mgr. of Record Div.....J. W. Murray
Dir. of International Division....J. D. Cook

PRODUCTS: Custom built communication and sound equipment, sound reinforcing equipment, broadcast transmitters and studio equipment, Industrial Sound Equipment, records and transcriptions, electronic tubes, television transmitting and receiving equipment, FM transmitting and receiving equipment, special electronic apparatus and facsimile equipment.

Raytheon Production Corp.

55 Chapel St., Newton, Mass.
Phone: BIGelow 7500

President.....L. K. Marshall
Vice-Pres.-Treas.....D. T. Schultz
Secretary.....D. L. Trouant

BRANCH OFFICES: Electronic Equipment Division, Seyon Street, Waltham, Mass., Phone, Waltham 5860, Plant Manager, G. E. M. Bertram; Power Tube Division, Foundry Avenue, Waltham, Mass., Phone, Waltham 5860, Plant Manager, P. L. Spencer; Electrical Equipment Division, 190 Willow Street, Waltham, Mass., Phone, Waltham 5860, Plant Manager, G. E. M. Bertram; Radio Receiving Tube Division, 55 Chapel Street, Newton, Mass., Phone, Bigelow 7500, Plant Manager, P. T. Weeks; Communication Division, 420 Lexington Avenue, New York, N. Y., Phone, Mohawk 4-1341, General Manager, Joseph Pierson.

PRODUCTS: Tubes.

Remler Co., Ltd.

2101 Bryant St., San Francisco 10, Calif.
Phone: VAlencia 3435

Pres.-Gen. Mgr.....E. G. Danielson
Sales & Advertising.....H. L. Parker
Chief Engineer.....H. A. Greene, Jr.

PRODUCTS: Electronic equipment since 1918. Radio broadcast receivers, attenuators, tube sockets, plugs and receptacles, intercommunication equipment, marine announcing systems, precision plastic molding and screw machine products.

Scophony Corp. of America

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5960

President .....Arthur Levey
Vice-President.....Joseph E. Swan
Treasurer .....Franklin Field
Director of Research...Dr. A. H. Rosenthal

BRANCH OFFICES: 40 Gloucester Sq. W., London, Eng. Sir M. B. Carter, Chairman. Wells, Somerset, England, W. G. Elcock, Managing Director.

PRODUCTS: Television projectors, electronic devices, Govt. work.

Sheridan Electro Corp.

2850 South Michigan Ave., Chicago 16, Ill.
Phone: Calumet 2100

President.....John J. Sheridan
Vice-Pres.-Sales Mgr.....Robert Shellow
Chief Engineer.....Kenneth W. Jarvis
Purchasing Agent.....John H. Stackhouse

PRODUCTS: Radio sets, transmitting apparatus, and electrical appliances.

Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago, Ill.
Phone: CHEsapeake 2323

President.....Joseph Gerl
Vice-President.....B. Freund
Sales Manager.....Edward Harris
Sales Promotion Mgr.....Herbert S. Hall
Recording Director.....Mary Ruebens

BRANCH OFFICE: 730 Fifth Ave., New York, N. Y., Eastern Sales Manager, Milton Benjamin.

PRODUCTS: Receiving sets, radio-phonograph combinations, phonograph records.

Sound, Inc.

221 E. Cullerton Street, Chicago 16, Ill.
Phone: Victory 7234

President-Sales Mgr.....Allen Shoup
Chief Engineer.....Fred Shoup
Credit Manager.....Henry Watkins
Purchasing Agent.....H. F. Costello

PRODUCTS: Sound equipment; 16 mm. projectors.

The Sparks-Withington Co.

2400 E. Ganson St., Jackson, Mich.
Phone: Jackson 2-0461

Pres.-Gen. Mgr.....Harry G. Sparks
Mgr. of Radio & Appliance Division.....C. J. Kayko
Sales Manager.....Harley R. Wall
Treasurer.....H. M. Johnston
Export Manager.....H. O. McClumpha
Service Manager.....J. M. Bowmaster

PRODUCTS: Receiving sets, radio-phonograph combinations, television sets, transformers.

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y.
Phone CO 5-1350

General Sales Manager.....C. A. Austin
Secretary.....R. L. Lee

PRODUCTS: Recording and reproducing equipment.

Sperry Gyroscope Co. Inc.

Great Neck, New York,
Phone: Fieldstone 3-3600

President.....R. E. Gillmor
General Mgr.....P. R. Bassett
Gen. Sales Mgr.....H. H. Willis
Electronics Sales Mgr.....E. F. Lazar

PRODUCTS: KLYSTRON Tubes, radio direction finders; electronic measurement equipment.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago, Ill.
Phone: Lakeview 6000

Senior Vice-Pres.....F. A. Hiter
Manager, Radio Dept.....F. D. Masters

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.
Phone Culver 260

Pres.....Wesley M. Angle
Vice-Pres.-Gen. Mgr.....Ray H. Manson
Vice-Pres., Charge of Finance.....Edwin C. Roworth
Vice-Pres., Charge of Broadcasting .....William Fay
Vice-Pres., Charge of Sales.....Lloyd L. Spencer
Vice-Pres., Charge of Eng. and Research.....Frederic C. Young
Sec., Asst. Gen Mgr.....Lee McCanne
Treasurer.....Wilbur W. Hetzel
Asst. Treas., Charge of Credits & Priorities.....Arthur F. Gibson
Asst. Treas., Charge of Accounting .....Gordon G. Hoit
Asst. Sec.-Gen. Supt.....Sidney R. Curtis

BRANCH OFFICES: 564 W. Adams St., Chicago 6, Ill., Phone, State 4234, Manager, H. T. McCraig; 2017 Grand Ave., Kansas City 8, Mo., Phone, Harrison 6618, Manager, A. J. Roberts; 1355 Market St., San Francisco 3, Cal., Phone, UNderhill 5388, Manager, T. C. Thompson; Stromberg-Carlson Co., Ltd., 211-219 Geary Ave., Toronto, Ont.,

Canada. Phone, MELrose 2453. Vice-President and Managing Director, R. A. Hackbusch.

PRODUCTS: Communications equipment including radio, television, telephone, sound equipment, etc.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York, N. Y.

President.....W. E. Poor
Vice-President, Sales.....D. G. Mitchell
Director of Engineering.....R. M. Wise
General Sales Manager, Radio Tube Sales
C. W. Shaw
D. R. Adv.-S. P.....Paul S. Ellison

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Templetone Radio Mfg. Corp.

Templeton Bldg., New London, Conn.
Phone: New London 2-2191

President.....Oscar Dane
Vice-President.....Eli Dane
Vice-Pres., Charge of
Engineering.....Dr. Dale Pollack
Purchasing Agent.....M. A. Gardner
Asst. Adv. Manager.....S. A. Kelsey
Personnel Manager.....Fred Corbett

PRODUCTS: Radios and electronic test equipment.

Trav-Ler Karenola Radio & Television Corp.

1028-36 W. Van Buren St., Chicago 7, Ill.
Phone: HAYmarket 3487

President-General Manager....Joe Friedman
Chief Engineer.....R. J. O'Brien
Purchasing.....M. Kling

BRANCH OFFICE: Orleans, Ind., Phone, Orleans 85, Works Manager, Ellis Friedman.

PRODUCTS: Inter-communication equipment for U. S. A. Signal Corps. All types of radio merchandise.

Universal Microphone Co., Ltd.

424 Warren Lane, Inglewood, Calif.
Phone: (Inglewood) ORchard 7-4216
Phone: (Los Angeles) ORegon 8-2148

President .....James L. Fouch
Vice-President & Sales Manager
Cecil L. Sly
Secretary.....Durwood D. Allen

BRANCH OFFICES: (Canada) 560 King St. W., Toronto, 2; (Export) 301 Clay St., San Francisco, 11; New York, 259 W. 14th St.; Boston, 94 Portland St.; Chicago, 540 N. Michigan Ave.; Seattle, 2321—2nd Ave.

PRODUCTS: Microphones, stands and accessories: plugs, jacks, cords and switches.

Western Electric Co., Inc.

(Radio Division)
120 Broadway, New York 5, N. Y.
Phone COrtland 7-7700

Vice-Pres.-Mgr.....F. R. Lack
Sales Manager.....D. C. Hickson
Commercial Sales Mgr.....H. N. Willets

PRODUCTS: AM and FM radio broadcasting transmitters and speech input equipment; aviation, marine, police radio transmitters and receivers; sound distribution systems; hearing aids and audiometers; microphones, loudspeakers and allied items; sound measuring equipment; vacuum tubes; thermistors; fastax camera; telephone apparatus and cable; carrier telephone equipment and train dispatching apparatus.

Westinghouse Electric & Mfg. Co.

Radio Division
2519 Wilkens Ave., Baltimore 3, Md.
Phone EDmondson 2300
Lamp Division
MacArthur Ave., Bloomfield, N. J.
Phone: BLoomfield 2-2200

President.....George H. Bucher
Vice-President.....Walter Evans
Asst. to Vice-pres.....Walter E. Benoit
Mgr., Radio Transmitter Div..C. J. Burnside
Sales Mgr., Radio Transmitter
Division.....C. W. Miller
Engr. Mgr., Radio Transmitter
Division .....R. N. Harmon
Mgr., Radio Receiver Div.....H. B. Donley
Asst. Mgr., Radio Receiver Div.
H. W. Schaefer
Purchasing Agent, Radio Div.....C. W. Lutz
Mgr., Lamp Division.....R. C. Stuart
Sales Mgr., Electronic Tubes.....A. Frankel
Eng., Mgr., Electronic Tubes..D. D. Knowles
Purchasing Agent, Lamp Div.....A. Clohosey

BRANCH OFFICES: In all principal cities.

*PRODUCTS: Commercial broadcast transmitters, radio receivers, all types of radio transmitters and receiver equipment for military and industrial purposes, and radio tubes.

Zenith Radio Corp.

6001 Dickens Ave., Chicago, Ill.
Phone: BERkshire 7500

President-General Mgr...E. F. McDonald, Jr.
Executive Vice-President & Treasurer,
Hugh Robertson
Vice-President & Director of Sales,
J. J. Nance

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.

FREQUENCY MODULATION

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Progress of FM During 1944

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F M B I

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FM News Highlights

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Proposed Allocations

•

High Frequency Stations

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Commercial

•

Pending Applications

•

Developmental Stations

REL is Ready

FOR A FUTURE—BUILT UPON A PAST OF ACCOMPLISHMENTS

REL has long been the leader in the development of fine FM Broadcast Equipment employing the Armstrong Crystal Controlled Phase Shift System of Modulation. The record speaks for itself! Numerous REL FM stations—1 KW to 50 KW—have been in continuous, successful operation over a period of years.

REL pioneering has resulted in some vitally important "FIRSTS" in *FM*...

FIRST

(and only one) to ever successfully install a 50 KW. FM transmitter. Four of ours are operating daily and have been since 1941.

FIRST

to develop and install a studio to transmitter radio relay.

FIRST

to develop and install transmitter to transmitter radio relay, thereby making possible the FM networks.

Our pre-war successes have been the result of specialization in FM installations. FM is not an REL sideline . . . it is the actual basis of our operations! Our staff of engineers have unique experience . . . experience that enables them to plan and carry through the most difficult FM installations . . . experience that assures REL of a tremendous future in FM. The groundwork—the pioneering—is complete! We are ready to reassume our major role in FM broadcasting as soon as conditions permit.

RADIO ENGINEERING LABS., INC.,
LONG ISLAND CITY, N. Y.

PROGRESS OF FM DURING 1944

By Myles L. Loucks
Managing Director, FM Broadcasters, Inc.

NINETEEN FORTY-FOUR was the year in which FM took its rightful place as the next big step forward in entertainment radio. It was a year of re-birth, of furious planning, of growth so rapid that the rosy-hued predictions of January were drably conservative by July and had to be made all over again in October.

The static-free, full-fidelity system of broadcasting had its re-birth at the Fifth Annual Meeting of FM Broadcasters, Inc. An unprecedented throng of 750 broadcasters from all over the nation turned up in New York in January to hear the FM story through one of the most serious radio conventions in history.

It was at this session that the trade association decided to re-open its offices in Washington. As the new year begins these offices are being expanded. The two-room suite at 711 Colorado Building is being replaced by a spacious five-room layout at 1730 Eye Street, N. W., in the capital city. The staff has been expanded from two to five.

At the beginning of 1944 there were 42 FM commercial stations on the air, ten firms held construction permits and there were 62 applications on file with the FCC. Five experimental stations were operating.

Estimated Production

It was on the basis of these figures that industry leaders at the FMBI January session predicted 5,000,000 sets would be built in the first year of peace. They foresaw 500 FM stations operating within 10 years. By September these predictions were corrected to indicate 10,000,000 sets and thousands of FM stations. Manufacturers presented a solid front in their intentions to include FM in the sets they will build.

During 1944 four more commercial FM stations took to the air. In January, Head of the Lakes Broadcasting Company, obtained a commercial license for WDUL at Superior, Wisconsin. In May, WTAG-FM was finally given the commercial nod at Worcester, Mass. The Worcester Star Telegram Publishing Company was one of the pioneers on experimental FM operations. KMBC-FM, the Midland Broadcasting Company's station at Kansas City, aired its first commercial broadcast, June 24. NBC's experimental station W2XWG became WEAF-FM in August and was the 46th commercial FM to go on the air.

But it was the FCC's pending file which turned out to be the real FM barometer of progress. A steady flow of FM requests began reaching the Commission following the January FMBI convention. By March there were more than 100 on file. The 200-mark was passed in August. By December the number had grown to more than 300.

At the end of the year FM stations existing and proposed represented coverage for 200 different localities in all but seven of the less densely-populated states. It has been estimated that these will provide FM's service to more than 100,000,000 Americans or approximately 80 per cent of the nation's buying power.

Applicants Serious

The seriousness with which these people approach the FM future is evidenced by the fact that all but a few of the applications are accompanied by full engineering data. More recently this seriousness has also been reflected in the cooperation the Commission is getting from some of the applicants through the setting up of developmental stations.

During the Summer the Commission began dropping hints that it would welcome investigation of this type. Volunteers responded quickly and today more than a dozen developmentals are setting forth on studies in as many different parts of the nation. They aim to solve the problems which always crop up in a rapidly expanding field.

But perhaps the most important planning from an engineering standpoint was that done by Panel 5, the FM panel of the Radio Technical Planning Board. All year this group went energetically about the review and development of standards for FM broadcasting. It was one of two RTPB panels to complete its report in time for the FCC General Allocation Hearing upon the record of which the Commission will allocate the entire radio spectrum for all post-war communications. The recommendations of this panel were eventually endorsed by the entire planning board, the radio manu-

FM BROADCASTERS, INC. (FMBI)

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Directors

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Functions

FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner; to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership statons; to offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of promotion and publicity aimed at stimulating public interest, and to provide a competent and accurate service for the truthful dissemination of information concerning FM. Membership includes individuals and companies who have an FM station, a construction permit or an application on file with the FCC for one.

(Continued From Preceding Page)

facturers and FMBI only recently ratified its endorsement on the basis of the record and supplementary data.

Another important phase of FM planning and growth took place among the educators of the nation. Seeing in FM a second and better chance to utilize radio in education, the educators have embarked upon an ambitious program to attain what FCC Commissioner Clifford J. Durr has called "a whole new radio kingdom."

The U. S. Office of Education, Federal Security Agency, has been coordinating this work with nearly all of the important educational organizations of the country participating.

Aiming for the most economical use of whatever frequencies will be assigned to them (they now have five), the educators have been planning state-wide broadcasting networks. Thirty of the 48 states have such networks in some phase of preparations. Unlike the commercial people who must necessarily concentrate their signal strength to serve the greatest possible number of people, the state educational nets are being designed to provide a listenable FM signal to every resident no matter where he may live.

Commercial and educational FM combined is bound to provide service to the nation, the equity of which has never before been approached.

FM enters 1945 with the hope that an early victorious peace will congeal all this planning and that to come into a broadcast structure befitting the greatest democracy and the greatest nation in the world.

FM NEWS HIGHLIGHTS—1944

From RADIO DAILY

Increasing interest in frequency modulation broadcasting is indicated in an appraisal of the FM news carried in RADIO DAILY *during the past year. Following pages chronologically record the highlights of the year's FM news developments.*

JANUARY

Jan. 19—Application for an FM station was filed with the FCC today by the New York "Times." This application, coming right after the FCC sanctioned the ownership of radio stations by newspapers, indicated the matter had been under consideration for some time.

Jan. 24—NBC issued a statement to the effect that the network had investigated the possibilities of FM from every angle.

Jan. 26—The fifth annual meeting of the FM Broadcasters Inc. opened today at the Hotel Commodore in New York City, with record attendance indicated.

Jan. 27—James Lawrence Fly, head of the FCC, commends FM and the FMBI. Addressing a luncheon gathering of more than 600, he declared that FM "stands on the threshold of tremendous developments." He also brought a letter of greeting from President Roosevelt.

FEBRUARY

Feb. 7—FM programming was expanded by CBS over WABC-FM with the announcement that the New York Philharmonic Symphony and the Philadelphia Orchestra will henceforth be heard as a regular feature.

Feb. 9—Phamplets are to be released shortly by the Office of Education entitled "FM for Education." They are for the purpose of disclosing to the public the post war plans for the FM channels reserved for education.

Feb. 16—Seventeen out of the 77 FM applications pending with the FCC at the start of this week were from newspapers, a study of the list indicates.

Feb. 24—Applications were filed with the FCC today for 5 FM stations by the National Broadcasting Company. Two FM applications by NBC are already pending.

MARCH

March 17—An FM station to carry on "research to foster the development" of that type of broadcasting will be built in the Capital area, with its transmitter located at Olney, Maryland, according to Columbia University's department of public information, which further states that the new station will be a replica of Major Armstrong's outlet at Alpine, N. J.

March 21—Full expansion into both the field of FM and that of television by the Blue web, was forecast by Mark Woods, president, in an address to 47 departmental heads at a recent managerial meeting held at the Waldorf-Astoria hotel. Woods also revealed that applications for several FM stations have been filed.

APRIL

April 13—According to the files of the FCC, applications for FM stations have been more than triple the number of applications for AM stations during the first three months of the year.

April 18—A recent survey in the New York and Metropolitan area to determine what makes people listen to FM reveals that about 18 per cent desire the better reception on classical music, while another 11 per cent like the fact that there is less advertising and commercials on FM programs.

April 25—Growing interest of the nation's newspaper publishers and editors in postwar FM and television was indicated at the convention of the American Newspaper Publishers Association which opened yesterday at the Waldorf-Astoria.

April 26—FM broadcasting will replace AM broadcasting entirely within eight to ten years after transmitters and receiving sets are made available to the general public, according to a prediction by Walter J. Damm, president of FM Broadcasters, Inc., at the final session of the American Newspapers association convention, yesterday.

MAY

May 12—The practical use of tele will be delayed at least five years in favor of the further development of FM, was the theory advanced by Edward W. Wood, Jr., general sales manager of Mutual, in a speech made this week before members of the New Orleans Advertising Club.

May 23—A discussion of FM and tele will be included on the agenda of the spring meeting of the CBS Affiliates Advisory Board which will be held at the network's headquarters in New York City May 24th and 25th.

May 24—Yesterday the FCC questioned all national and regional networks in regard to their policy on net shows for FM. Full replies of present policies and future plans were asked for by the commission in an effort to determine how closely the FM program will adhere to the AM program line. The survey was inspired by recent NBC and CBS contracts with their affiliates, to wit: stations having FM outlets could carry net FM shows free of charge providing the AM outlet also carried the show.

May 26—Arrangements have been completed between the Mexican government and that of the United States to present the new uses of FM in a special exhibit in Mexico City from June 1 to the 8th. It was indicated that FM provides the solution to the Mexican Ministry of Education's problem of carrying their education program into the sparsely settled mountain areas.

JUNE

June 1—Raymond F. Guy, NBC radio Facilities Engineer, addressed the Institute of Radio Engineers in Indianapolis recently on the merits of FM. Stressing the greater value of FM as compared with AM broadcasting, he demonstrated his talk with records made in the field, mainly in the higher frequencies, and brought out the ability of FM to reject interfering signals on the same frequencies.

June 9—In a detailed technical report released today, the FCC sought to explain the cause of the "bursts" they have on many occasions recorded. They are at present unable to define the cause, but the report gives much data on the rate of occurrence, etc. A "burst" is a sudden increase in signal strength of very short duration, and is frequently noted on sets from 300 to 700 miles from the transmitter, those nearer being protected by the steady groundwave, and those further away, for some reason, not being strongly affected.

June 15—A new map issued recently by the FM Broadcasters Association reveals that there are 44 FM stations now in operation in 36 states, and at the present time there are 163 applications pending with the FCC in Washington. It is estimated that the applicants may spend over $10,000,000 for equipment.

JULY

July 3—Three new applications were filed with the FCC yesterday, all from standard broadcasters. The applicants are KTRH, Houston, Texas; WBIG, Greensboro, N. C.; and WFCI, Pawtucket, R. I.

July 18—The Winston-Salem, N. C., high schools with the cooperation of WMIT, North Carolina's pioneer FM station, have proposed a plan for use of FM stations for educational purposes throughout the state in the post war period. As an experiment, four speakers have been installed by WMIT in four of the leading high schools, and the station's staff is working with the school board to create special programs in various educational fields, which will be fed directly to the schools.

July 19—An announcement by the FCC reveals that the commission plans to carefully scan all future requests for FM stations for educational purposes with a view to state educational plans. This survey results from the great interest shown in the proper use of the five FM bands set aside for educational purposes.

July 27—The Trans-Canada Air Lines has taken a step which may be a forerunner for all commercial air lines, by installing complete two-way FM equipment at their various airports and travel bureaus. The aim is to speed up communications regarding tickets, reservations, etc., as much as possible. The new equipment is of ultra high frequency, and is the first such equipment to be installed either in Canada or in the United States.

July 31—Wide distribution to the public is planned for the forthcoming FM book being published jointly by the FM Broadcasters, Inc., and manufacturers of FM equipment. In order to insure as wide a distribution as possible, the FMBI has issued an initial print order of 200,000, with the equipment companies expected to raise the number considerably.

AUGUST

Aug. 24—Post-war planning in the field of FM broadcasting will come up for discussion at the final session of the NAB convention, Thursday, Aug. 31. Because of the rapidly growing interest in this field, the NAB officials announced that the entire afternoon would be turned over to this subject.

Aug. 30—"One of the most fundamental problems of all Blue Network affiliates at the present time is FM broadcasting." This was the statement made by Mark Woods, president of the Blue web, before a group of

network affiliate managers at the NAB convention. Predicting great post war expansion of that type of broadcasting, Woods said that there would be 20,000,000 sets in operation within four years after the war. The change from AM to FM will be gradual, and will take from 5 to 10 years. In view of these facts, Wood urged all Blue affiliated stations to make immediate application with the FCC for FM outlets.

SEPTEMBER

Sept. 7—In order to increase WOR's news services, WBAM, WOR's FM outlet, will extend their broadcast schedule to seven days a week, Alfred J. McCosker, president, announced yesterday.

Sept. 11—The FCC announced Friday that it is preparing its own FM station, a portable affair in a trailer, which should be ready for operations next week. The outfit will be used to gather information in and around Washington for use in the coming frequency allocations hearings to be held here at the end of the month. The new station's call letters will be W3XFC, and it will operate variously on from 42 to 50 megacycles, both wide and narrow bands.

Sept. 22—Operating under newly assigned call letters, WEAF-FM, NBC's FM outlet in New York City, begins operations Sunday on a seven-day-a-week basis. The FM station will carry, wherever possible, regular NBC commercial shows, including the commercials, free of charge.

Sept. 26—The importance of the need for the Blue network to look into the field of FM broadcasting and to catch up with the other webs in this phase of electronics was stressed by Edgar Kobak, executive vice president of the web, at a luncheon for the press in the lounge of the Waldorf-Astoria yesterday.

OCTOBER

Oct. 2—A settlement of the differences of opinion between FM and tele interests was reached Friday at the FCC allocations hearings. After various conflicting claims and other disputes were ironed out, the FM bands decided upon were from 41 to 43 megacycles for educational and other non-commercial FM outlets. and from 43 to 56 megacycles for commercial FM. These results are not final, however, and the matter will come under further discussion.

Oct. 13—Lengthy questioning concerning the anticipated post war construction of FM receiving sets at the FCC allocations hearing today lent added weight to the impression that FM service may eventually be moved up to about 90 megacycles with room for 100 or more 200-kilocycle channels.

Oct. 17—In a poll conducted by General Electric, post war purchase lists include an FM receiving set at least nine times out of ten, according to the replies turned in by 16,635 GE stockholders, and 1,538 dealers.

Oct. 23—Trend of the testimony given at the FCC's frequency allocation hearing today showed no desire on the part of FM broadcasters to move up the spectrum, apparently upsetting plans of the commission to move the service up.

NOVEMBER

Nov. 3—William B. Lewis, vice-president and radio director of Kenyon & Eckhardt predicted the formation of a fifth major network to be FM and press-owned. At the same time he intimated that the present four major AM nets would eventually transform themselves into FM webs.

Nov. 6—J. Harold Ryan wrote a letter to the FCC opposing the proposed FM subscription plan, stating that it would be inadvisable to "sacrifice" our present broadcasting industry for what is, in effect, a "multiple address system." Ryan also stated that radio had served the public well, and planned further expansion in the future.

Nov. 22—CBS began their new improved FM service today when they put into operation their new 800 foot antenna located on the roof of 500 Fifth Ave. The new antenna has three kilowatts and extends the broadcasting radius from less than 50 miles to about 60 miles.

DECEMBER

Dec. 8—It is anticipated that the subject of Mutual's future expansion into the field of FM broadcasting will come up for extensive discussion tomorrow at the web's board of directors meeting at the Ambassador Hotel. This is regarded as most likely, due to Ed Kobak's, Mutual's new president, well-known interest in FM.

Dec. 14—Walter J. Damm, general manager of WTMJ, Milwaukee, and president of the FM Broadcasters, Inc., in New York this week for radio conferences, revealed that the total applications for FM stations had reached 310, and that the industry was very optimistic about the post-war market.

FM ALLOCATION PROPOSALS

AT THE Allocation Hearings held before the FCC and prior to the one held late in February of this year, it was decided that existing FM stations would not be required to move upward until new receivers capable of tuning in the new wave lengths are generally available.

According to the FCC the cost to the public "would not be great" and that the present 500,000 *FM sets are mostly combination sets capable of receiving both AM and FM. These, said the Commission, are several years old and some of them could be converted. In any event, the FCC stated, the existing receivers or attachments would become partially obsolete if the recommendations of the FM industry to widen the band were followed. Cost of remodeling FM transmitters would not be substantial, the FCC held.*

Disputing the FCC findings along this line and the frequency swap believed to benefit television out of proportion to that received by FM, the FM interests marshalled their forces at the latter hearing. After explanatory remarks on the status of FM as brought up at the original hearings, the FCC issued the following re Temporary Allocations For FM Stations:

FM Temporary Allocations

"The Commission is desirous of establishing FM in its new place in the spectrum as soon as possible in order that the 42 to 50 mc. band can be made available for use by other services which are being assigned to these frequencies. It is recognized, however, that very few receivers for reception in the proposed 84 to 102 mc. band will be available for some time after materials and manpower become available for this purpose. Accordingly, existing FM stations will not be required to move to new assignments in this band until such time as new receivers are generally available and in the hands of the public. At that time, the Commission will assign a frequency in the 84 to 102 mc. band to each existing licensee who will then be expected within a reasonable period of time to make the necessary arrangements for operation on the newly assigned frequency. It is believed this procedure will great facilitate the transition of FM stations to their new location.

"As pointed out in Section 10 on television 44 to 50 mc. will be assigned as the first television channel. Accordingly, in order that this space may become immediately available for use by television broadcasters, existing FM licensees will be given new assignments within the 42 to 44 megacycle band to operate on such channels until, as stated above, they are moved to a higher frequency in the 84 to 102 mc. region. No hardship should result from this change since existing FM sets are capable of receiving in this range which is already part of the FM band. In the congested areas sharing time may be required temporarily. This will permit change over of frequency of one transmitter to the new frequencies while maintaining operation on the lower frequencies.

Economic Factors

"The cost to the public as a result of moving FM from its present band to the proposed higher band will not be great. There was testimony that approximately 500,000 FM receivers are now in the hands of the public consisting principally of combination sets capable of receiving both AM and FM. (Damm, Tr. 1047). These sets are, of course, several years old.

"Even if the present FM band were retained, these receivers would become partially obsolete insofar as FM reception is concerned since an expansion of the existing 42 to 50 mc. band would place a number of stations out of range. In some cases, old FM receivers can be converted for reception on the higher frequencies. Moreover, present AM receivers can include FM detachments which will not be appreciably more costly in the 84 to 102 mc. band than in the present band (Cotter, Tr. 1107).

"Insofar as transmitting equipment is concerned, the shift to the higher frequencies will not cause a substantial loss to the respective licensees in that a large part of the existing investment will not be affected, such as buildings, towers, power equipment, which will remain unchanged. Also, most of the transmitting equipment can be modified to operate on the higher frequencies without unreasonable cost."

In connection with issuing the temporary allocations, the Commission said in part ". . . the large percentage of AM licensees among the present FM applicants and the economic advantage which AM licensees have in building and operating FM stations more cheaply raise serious questions as to whether, unless some special measures are taken to that end, this objective will be accomplished. The Commission recognizes that until a substantial number of receivers are in the hands of the public, FM broadcasting will not be a self-supporting operation.

"To keep the door open for later applicants, the Commission is considering the adoption of the following plan: 50 FM commercial channels will be available for assignment both to present licensees and to newcomers in the radio field. This policy will afford existing AM licensees an opportunity to enter FM if they so desire, and in addition will enable some new persons to participate in FM's early development. The remaining 20 FM commercial channels will be reserved from assignment at the present time to be licensed in the future in accordance with rules and regulations subsequently to be promulgated."

FOR QUALITY

AP !

HIGH FREQUENCY—FREQUENCY MODULATION BROADCAST STATIONS

Section 37-48 lists 53 licensees or permitees and 232 Applicants for new facilities as of January 1, 1945, giving frequencies assigned or requested, coverage and population data furnished with applications filed with the FCC.

COMMERCIAL

State and City	Call Letters	Licensee or Permittee	Frequency (megs.)	Coverage (sq. mi.)	Population
CALIFORNIA					
Los Angeles	KHJ-FM	Don Lee Broadcasting System	44.5	6,944	2,604,104
Los Angeles	KTLO	M-G-M Studios	46.1	7,000	468,178
CONNECTICUT					
Hartford	WTIC-FM	The Travelers B/C Service Corp.	45.3	6,100	936,448
Hartford	WDRC-FM	WDRC, Incorporated	46.5	6,100	1,337,805
ILLINOIS					
Chicago	WBBM-FM	Columbia Broadcasting System	46.7	10.800	6,431,310
Chicago	WDLM	Moody Bible Institute of Chicago	47.5	10,800	5,091,500
Chicago	WGNB	WGN, Incorporated	45.9	10,800	5,359,556
Chicago	WEHS	WHFC, Incorporated	48.3	10,800	5,036,000
Chicago	WWZR	Zenith Radio Corporation	45.1	10,800	4,500,204
INDIANA					
Evansville	WMLL	Evansville On The Air, Inc.	44.5	8,397	465,600
Fort Wayne	WOWO-FM	Westinghouse Radio Stations, Inc.	44.9	6,100	420,168
Indianapolis*	WABW	Associated Broadcasters, Inc.	47.3	8,400	870,054
South Bend	WSBF	South Bend Tribune	47.1	4,300	448,330
LOUISIANA					
Baton Rouge	WBRL	Baton Rouge Broadcasting Co.	44.5	8,100	361,382
MASSACHUSETTS					
Boston	WBZ-FM	Westinghouse Radio Stations, Inc.	46.7	6,700	3,389,751
Boston	WMTW	The Yankee Network, Inc.	43.9	31,000	2,020,162
Boston	WGTR	The Yankee Network, Inc.	44.3	19,230	6,635,751
Springfield	WBZA-FM	Westinghouse Radio Stations, Inc.	48.1	2,500	.....
Worcester	WTAG-FM	Worcester Telegram Pub. Co.	46.1	4,465	2,703,202
MICHIGAN					
Detroit	WLOU	John Lord Booth	44.9	6,732	2,901,908
Detroit	WENA	Evening News Association	44.5	6,820	2,498,000
MISSOURI					
Kansas City	KOZY	Commercial Radio Equipment Co.	44.9	4,410	730,869
Kansas City	KMBC-FM	Midland Broadcasting Company	46.5	6,700	.....
NEW JERSEY					
Alpine	WFMN	Edwin H. Armstrong	43.1	15,610	.....
West Orange*	WAAW	Bremer Broadcasting Corporation	49.5	6,200	10,906,200
NEW YORK					
Binghamton	WNBF-FM	Wylie B. Jones Adv. Agency	44.9	6,500	1,836,300
New York	WBAM	Bamberger Broadcasting Service	47.1	8,500	10,906,200
New York	WNYC-FM	City of New York Municipal Broadcasting System	43.9	3,900	11,550,274
New York	WABC-FM	Columbia Broadcasting System	46.7	14,150	14,954,832
New York	WQXQ	Interstate Broadcasting Co., Inc.	45.9	8,500	10,817,455
New York	WHNF	Marcus Loew Booking Agency	46.3	8,500	12,074,192
New York		Metropolitan Television, Inc.	47.5	8,500	11,814,746

State and City	Call Letters	Licensee or Permittee	Frequency (megs.)	Coverage (sq. mi.)	Population
New York	WGYN	Muzak Radio Broadcasting Station, Inc.	44.7	8,500	10,546,481
New York	WEAF-FM	National Broadcasting Co., Inc.	45.1	8,500	11,896,500
New York*	WFGG	Wm. G. H. Finch	45.5	8,500	10,600,000
Rochester	WHFM	Stromberg-Carlson Company	45.1	3,200	584,800
Rochester	WHEF	WHEC, Incorporated	44.7	3,200	599,256
Schenectady	WBCA	Capitol Broadcasting Co., Inc.	44.7	6,589	967,733
Schenectady	WGFM	General Electric Company	48.5	6,600	502,200
NORTH CAROLINA					
Winston-Salem	WMIT	Gordon Gray	44.1	69,400	4,125,000
OHIO					
Columbus	WELD	WBNS, Incorporated	44.5	12,400	1,104,642
PENNSYLVANIA					
Philadelphia	WPEN-FM	Wm. Penn Broadcasting Company	47.3	9,352	3,906,453
Philadelphia	WIP-FM	Pennsylvania Broadcasting Co.	44.7	9,300	4,474,940
Philadelphia*	WLBG	Seaboard Radio Broadcasting Co.	46.5	9,300	3,900,000
Philadelphia	WCAU-FM	WCAU Broadcasting Company	46.7	9,300	5,079,206
Philadelphia	KYW-FM	Westinghouse Radio Stations, Inc.	45.7	9,300	4,088,000
Philadelphia	WFIL-FM	WFIL Broadcasting Company	45.3	9,300	4,760,200
Pittsburgh	KDKA-FM	Westinghouse Radio Stations, Inc.	47.5	8,400	2,940,000
Pittsburgh	WTNT	WWSW, Incorporated	44.7	8,400	2,100,000
TENNESSEE					
Nashville	WSM-FM	National Life & Accident Insurance Company	44.7	16,000	857,270
UTAH					
Salt Lake City	KSL-FM	Radio Service Corp. of Utah	44.7	623	194,102
WISCONSIN					
Milwaukee	WMFM	The Journal Company	45.5	8,540	1,522,544
Superior	WDUL	Head of the Lakes Broadcasting Company	44.5	407	130,376

* CP only.

PENDING APPLICATIONS FOR FM STATIONS

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
ALABAMA				
Birmingham	The Birmingham News Co.	44.5	17,700	.....
Birmingham	Birmingham B/C Co., Inc.	46.9	18,580	1,203,175
Birmingham	Voice of Alabama, Inc.	45.9	17,200	1,206,981
Huntsville	The Huntsville Times	48.9	12,900	.....
Mobile	Pape B/C Company	46.1	10,000	.....
Montgomery	G. W. Covington, Jr.	45.5	4,761	.....
Montgomery	Montgomery B/C Co., Inc.	43.5	17,299	722,782
CALIFORNIA				
Alameda	Times-Star Publishing Co.	49.1	5,450	.....
Avalon	The Santa Catalina Island Co.	43.7	34,500	3,420,002
Fresno	J. E. Rodman	44.1	24,752	578,105
Hollywood	Columbia B/C System, Inc.	43.1	34,000	3,420,002
Hollywood	Warner Bros. B/C Corp.	44.9	3,118	2,487,874
Los Angeles	Earle C. Anthony, Inc.	43.7	34,000	3,597,000
Los Angeles	Blue Network Co., Inc.	43.1	21,024	3,320,125
Los Angeles	Consolidated B/C Corp., Ltd.	45.7	7,000	3,053,991
Los Angeles	National Broadcasting Co.	44.1	.....	.....
Los Angeles	IUUAAA Workers of America	43.9	32,000	.....
Los Angeles	Standard Broadcasting Co.	45.3	7,000	3,074,303
Los Angeles	The Times-Mirror Co.	43.3	15,857	.....

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
Oakland	Tribune Building Company	46.5	1,216	1,350,000
Ontario	The Daily Report	49.9	2,240	.....
Richmond	B/C Corp. of America	43.5	48,000	4,300,000 (50 uv/m)
Riverside	Contra Costa B/C Co.	49.5	4,490	23,642
San Bernardino	Sun Co. of San Bernardino	44.1	17,101	803,534
San Diego	Union Tribune Pub. Co.	45.5	5,000	203,341
San Diego	Airfan Radio Corp., Ltd.	44.7	950	203,341
San Francisco	Associated B'casters, Inc.	43.1	.....	.....
San Francisco	Blue Network Co., Inc.	44.3	27,500	2,423,926
San Francisco	Don Lee B/C System	43.5	18,050	1,098,612
San Francisco	KJBS Broadcasters	44.7	7,557	2,891,687
San Francisco	National B/C Company	43.9	.....	.....
Stockton	E. F. Peffer	45.9	19,696	287,486 (50 uv/m)
COLORADO				
Colorado Springs	Out West B/C Co.	47.7	2,950	.....
Denver	KLZ Broadcasting Company	43.5	31,400	.....
Denver	National B/C Co., Inc.	43.9	.....	.....
CONNECTICUT				
Hartford	The Hartford Times, Inc.	43.7	21,900	3,840,166
New London	Thames B/C Corp.	44.5	3,500	.....
Waterbury	Harold Thomas	43.3	14,300	2,830,148
DELAWARE				
Wilmington	WDEL, Inc.	44.5	6,400	.....
DISTRICT OF COLUMBIA				
Washington	Capital B/C Company	46.7	8,020	.....
Washington	The Evening Star B/C Co.	47.1	5,600	899,946
Washington	Marcus Loew Booking Agency	47.5	3,993	1,187,012
Washington	The Times Herald	46.3	.....	.....
Washington	National B/C Company	44.3	.....	.....
FLORIDA				
Daytona Beach	The News Journal Corp.	49.1	3,000	.....
Jacksonville	Florida B/C Company	44.7	11,700	.....
Jacksonville	The Metropolis Co.	46.5	10,981	467,883
Miami	Miami B/C Co.	46.5	3,630	.....
Tampa	Tampa Times Company	45.3	8,100	.....
Tampa	The Tribune Company	...	.....	.....
GEORGIA				
Atlanta	The Constitution Pub. Co.	45.3	7,380	826,864
Macon	Southeastern B/C Co.	44.7	12,600	.....
Macon	Macon Telegraph Pub. Co.	46.7	12,000	57,865 (Macon only)
Macon	Middle Georgia B/C Co.	45.7	12,600	589,140
IDAHO				
Boise	Boise B/C Station	48.5	1,148	82,830
ILLINOIS				
Bloomington	Radio Station WJBC	45.3	6,680	316,339
Champaign	Champaign News-Gazette, Inc.	49.1	4,660	.....
Chicago	Agricultural B/C Co.	44.7	10,624	4,842,526
Chicago	Blue Network Co., Inc.	48.7	11,000	5,045,240
Chicago	Chicago Fed. of Labor	47.9	10,800	4,849,461
Chicago	Drovers Journal Pub. Co.	48.7	10,800	.....
Chicago	IUUAAA Workers of America	43.5	14,600	.....
Chicago	National B/C Co., Inc.	46.3	10,800	4,869,900
Chicago	Oak Park Realty Co.	47.9	10,800	.....
Chicago	WEHS, Inc.	48.3	10,800	.....
Chicago	WJJD, Inc.	44.7	10,800	4,750,000
Decatur	Commodore B/C, Inc.	46.5	15,708	879,355
Herrin	Orville W. Lyerla	49.1	3,966	.....
Peoria	Peoria Broadcasting Co.	48.7	11,614	598,367

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
Quincy	Illinois B/C Corp.	44.1	15,300	.....
Quincy	Quincy Newspapers, Inc.	47.3	16,760	.....
Rockford	Rockford Broadcasters, Inc.	47.1	3,900	394,500
Rock Island	Rock Island B/C Co.	44.5	3,000	316,000
Springfield	Commodore B/C, Inc.	46.9	8,050	404,661
Springfield	WCBS, Incorporated	46.1	11,594	650,218
Waukegan	Keystone Printing Service	47.1	2,890	527,798
INDIANA				
Evansville	Evansville On The Air	44.3	29,688	.....
Fort Wayne	Farnsworth Television & Radio Corp.	46.1	8,500	118,410
Hammond	Radio Station WJOB	49.9	2,241	691,853
Hammond	WFAM, Incorporated	49.7	.....	.....
Indianapolis	Capitol B/C Corp.	48.7	14,120	1,417,204 (50 uv/m)
Indianapolis	Indianapolis B/C, Inc.	45.3	13,640	1,017,471
Indianapolis	Scripps Howard Radio, Inc.	46.9	8,400	386,972
Muncie	Donald A. Burton	46.5	9,600	1,108,084
Shelbyville	Shelbyville Radio, Inc.	46.1	3,730	243,136
Terre Haute	Banks of the Wabash, Inc.	48.7	7,440	415,999
IOWA				
Cedar Rapids	The Gazette Company	44.7	7,400	282,000 (50 uv/m)
Davenport	Tri-City Broadcasting Co.	46.3	10,600	.....
	Central Broadcasting Co.	46.1	18,200	.....
Dubuque	Telegraph Herald	46.5	8,060	300,250
Waterloo	Josh Higgins B/C Co.	44.3	26,943	1,354,523
KANSAS				
Hutchinson	Hutchinson Pub. Co.	43.3	15,200	332,500
Topeka	Topeka B/C Assn. Co.	45.5	4,804	191,299
Wichita	The Farmers & Bankers B/C Corp.	47.3	15,600	427,729
KENTUCKY				
Ashland	Ashland B/C Company	46.1	4,160	398,692 (50 uv/m)
Lexington	American B/C Corp. of Ky.	45.1	6,300	391,742
Louisville	WAVE, Inc.	46.9	13,300	.....
Louisville	Courier-Journal & Louisville Times Co.	45.7	13,200	1,004,320
Louisville	Northside B/C Corp.	46.3	8,665	750,125 (800,716 based latest fig.)
Owensboro	Owensboro B/C Co., Inc.	47.9	7,250	.....
LOUISIANA				
New Orleans	The Times-Picayune Pub. Co.	44.3	.....	.....
New Orleans	Loyola University	44.9	8,478	815,078
MAINE				
Augusta	Gannett Pub. Co.	49.1	3,968	161,003
Portland	Portland B/C System, Inc.	47.1	3,980	359,687
MARYLAND				
Baltimore	The A. S. Abell Co.	46.3	6,040	1,810,159 (50 uv/m)
Baltimore	Baltimore B/C Corp.	48.3	3,600	1,343,000
Baltimore	The Baltimore Radio Show, Inc.	45.9	5,500	1,393,884
Baltimore	Hearst Radio, Inc.	43.7	8,857.6	2,383,494 (50 uv/m)
Baltimore	Maryland B/C Company	48.9	2,904	1,209,745
Baltimore	The Monumental Radio Co.	47.9	4,520	1,365,000
Olney	FM Development Foundation	43.9	18,844	2,956,668
Salisbury	The Peninsula B/C Co.	48.9	6,000	.....

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
MASSACHUSETTS				
Boston	Columbia B/C System, Inc.	43.5	20,200	5,972,246
Boston				(50 uv/m)
Boston	Fidelity B/C Corp.	47.1	4,830	.....
Boston	Filene's Television, Inc.	43.1	21,709	5,597,460
Brookline	Matheson Radio Co., Inc.	47.7	3,600	2,557,000
Fall River	Worcester Telegram Pub. Co.	45.3	7,000	.....
Greenfield	Doughty & Welch Elec. Co., Inc.	47.3	2,120	1,000,000
Holyoke	John W. Haigis	49.9	3,556	225,186
Lawrence	The Hampden-Hampshire Corp.	44.1	14,340	1,825,597
New Bedford	Hildreth & Rogers Company	44.9	2,970	651,000
(Paxton)	E. Anthony & Sons	43.3	19,650	4,779,600
New Bedford	E. Anthony & Sons, Inc.	45.7	18,100	350,240
Pittsfield	Eagle Publishing Co.	46.3	10,061	861,457
Pittsfield	Monroe B. England	45.7	7,000	.....
Waltham	Raytheon Mfg. Co.	45.5	6,530	.....
Worcester				
(Paxton)	Worcester Telegram Pub. Co.	43.5	20,437	6,038,500
MICHIGAN				
Bay City	Bay B/C Company, Inc.	46.1	8,157	333,995
Ann Arbor	Washtenaw B/C Co.	46.3	3,472	430,136
Battle Creek	Federated Publications, Inc.	48.1	4,100	278,739
				(50 uv/m)
Benton Harbor	The Palladium Pub. Co.	46.1	1,825	98,000
Dearborn	Herman Radner	49.5	.....	.....
Detroit	James F. Hopkins, Inc.	46.5	6,790	2,133,811
				(50 uv/m)
Detroit	IUUAAA Workers of America	43.1	22,750	.....
Detroit	King-Trendle B/C Corp.	47.3	6,750	2,564,008
Detroit	WJR, The Goodwill Station	45.3	6,800	2,480,714
Flint	IUUAAA Workers of America	45.9	8,045	.....
Grand Rapids	Fetzer B/C Company	43.9	18,250	1,297,437
Grand Rapids	King-Trendle B/C Corp.	46.9	5,300	493,842
Grand Rapids	Leonard A. Versluis	46.1	6,460	546,100
Jackson	WIBM, Incorporated	49.5	.....	.....
Lansing	WJIM, Incorporated	47.7	3,800	280,296
Muskegon	Ashbacker Radio Corp.	45.7	2,290	191,845
Port Huron	The Times Herald Co.	47.7	5,600	434,000
Saginaw	Saginaw B/C Company	45.5	2,100	.....
Wyandotte	Wyandotte News Co.	46.1	775	267,333
MINNESOTA				
Minneapolis	Minnesota B/C Corp.	45.3	16,155	1,433,063
Rochester	Southern Minnesota B/C Co.	43.7	15,400	.....
St. Paul	WMIN Broadcasting Co.	45.7	13,273	195,394
MISSOURI				
Kansas City	WHB Broadcasting Co.	46.9	9,200	.....
Kansas City	Kansas City Star	44.5	26,400	1,387,576
Kansas City	Midland B/C Company	43.9	.....	.....
St. Joseph	KFEQ, Incorporated	46.9	.....	.....
St. Louis	Columbia B/C System, Inc.	45.9	13,400	1,871,398
St. Louis	Globe-Democrat Pub. Co.	46.3	13,083	1,858,665
St. Louis	Missouri Broadcasting Co.	46.7	13,200	1,799,870
St. Louis	Thomas Patrick, Inc.	47.7	17,480	.....
	The Pulitzer Pub. Co.	45.5	13,391	1,531,182
St. Louis				(50 uv/m)
St. Louis	St. Louis University	45.1	13,000	1,682,500
St. Louis	Star-Times Pub. Co.	44.7	12,480	1,748,733
				(50 uv/m)
NEBRASKA				
Lincoln	Cornbelt B/C Corp.	47.3	18,300	549,668
Omaha	Inland B/C Company	44.5	9,950	93,846
Omaha	World Publishing Company	45.5	11,660	1,062,000

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
NEVADA				
Las Vegas	Nevada B/C Company	49.5	560	28,172 (plus 10,000 military pers.)
Reno	Reno Newspaper, Inc.	43.7	35,558.7	309,181
NEW HAMPSHIRE				
Manchester	The Radio Voice of N. H.	43.5	31,630	2,318,333
NEW JERSEY				
Jersey City	Fidelity Media B/C Corp.	49.1	5,160	4,199,500
Jersey City	New Jersey B/C Corp.	49.1	6,200	11,194,000
Newark	The Evening News Pub. Co.	43.5	19,861	14,192,769
Newark	IUUAAA Workers of America	43.1	18,750	.....
New Brunswick	Home News Pub. Co.	49.9	3,420	1,215,936
Passaic	The Passaic Daily News	49.9	3,878	5,915,787
Paterson	North Jersey B/C Co.	45.9	4,928	.....
Trenton	Mercer B/C Company	49.9	3,200	910,000
NEW YORK				
Albany	WOKO, Incorporated	45.1	7,164	922,163 (50 uv/m)
Binghamton	Wylie B. Jones Adv. Agency	43.7	6,500	.....
Buffalo	WBEN, Incorporated	43.3	21,830	2,405,500
Buffalo	WEBR, Incorporated	46.5	3,420	.....
Brooklyn	Frequency B/C Corp.	43.7	8,500	11,900,000 (50 uv/m)
Corning	The Evening Leader	49.7	5,213	319,884
Hastings-on-Hudson	Bernard Fein	48.7	8,500	12,147,260
Hornell	The W. H. Greenhow Co.	49.3	5,062	237,353
Ithaca	Cornell University	43.3	15,000	.....
Jamestown	James B/C Co., Inc.	46.1	10,352	664,907
New York	The American Network, Inc.	47.9	8,840	12,500,000
New York	Blue Network, Inc.	47.0	8,950	12,320,500
New York	Debs Memorial Radio Fund, Inc.	48.7	8,600	12,300,000
New York	Hearst Radio, Inc.	48.7	8,570	11,388,577
New York	News Syndicate Co., Inc.	47.9	8,500	11,212,416
New York (Chicago)	Oak Park Realty and Amusement Co.	47.9	10,800	5,030,510
New York	WBNX B/C Co., Inc.	48.3	8,730	11,328,743 (50 uv/m)
New York	WMCA, Incorporated	48.3	8,550	.....
Ogdensburg	St. Lawrence B/C Corp.	...	7,854	.....
Oswego	Palladium-Times, Inc.	48.9	2,392	183,271
Poughkeepsie	Poughkeepsie Newspapers, Inc.	44.3	10,198.5	2,128,196
Syracuse	Central New York B/C Corp.	46.3	6,800	562,000
Syracuse	Onondaga Radio B/C Corp.	45.9	6,745	555,366
Syracuse	WAGE, Inc.	45.4	7,780	623,213
Utica	WIBX, Incorporated	45.7	10,290	528,069
Watertown	The Brockway Company	47.3	4,145	138,591
White Plains	Westchester B/C Corp.	49.9	435	.....
NORTH CAROLINA				
Durham	Durham Radio Corporation	...	.....	.....
Greensboro	Greensboro B/C, Inc.	44.5	11,130	73,055
Greensboro	North Carolina B/C Co., Inc.	43.9	13,200	.....
Greensboro	Greensboro News Co.	45.5	5,820	452,000
High Point	Radio Station WMFR	45.1	5,030	38,493
Raleigh	WPTF Radio Company	43.3	23,343	1,406,723
Roanoke Rapids	Telecast, Inc.	49.1	5,198	319,192
Rocky Mount	Josh L. Horne	...	7,250 (Rocky Mount only)	25,568

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
Salisbury	Piedmont B/C Corp.	49.3	6,950	579,000
Winston-Salem	Piedmont Publishing Co.	46.7	4,600	500,684 (50 uv/m)
NORTH DAKOTA				
Fargo	KVOX B/C Company	44.5	5,800	124,567
OHIO				
Akron	Summit Radio Corporation	46.5	922	.....
Akron	Nied and Stevens	49.1	262	140,344
Ashland	Beer & Koehl	48.9	8,494	.....
Ashtabula	WICA, Incorporated	48.9	4,116	307,254
Canton	The Ohio Broadcasting Co.	46.1	8,499	951,070
Cincinnati	Cincinnati B/C Co.	43.7	19,100	2,095,765
Cincinnati	Cincinnati Times-Star Co.	46.7	13,700	1,496,500
Cincinnati	The Crosley Corp.	45.5	13,700	.....
Cincinnati	L. B. Wilson, Inc.	45.9	13,700	.....
Cincinnati	Scripps Howard Radio, Inc.	47.9	13,700	455,610
Cleveland	National B/C Co., Inc.	43.7	.....	.....
Cleveland	United B/C Company	48.5	8,420	2,212,953
	IUUAAA Workers of America	43.1	17,500	.....
Cleveland	WGAR B/C Company	45.5	8,500	.....
Columbus	Central Ohio B/C Co.	43.1	21,010	1,629,564
Columbus	The Crosley Corp.	46.5	12,400	.....
Columbus	The Pixleys	48.5	12,500	1,022,711
Columbus	United B/C Company	48.1	12,400	.....
Dayton	The Crosley Corp.	46.1	8,000	.....
Newark	The Advocate Printing Co.	45.7	.....	.....
Steubenville (Pittsburgh)	Liberty B/C Company	...	.....	.....
Steubenville	The Valley B/C Company	...	.....	.....
Toledo	The Toledo Blade Company	45.5	8,400	.....
Toledo	Fort Industry Co.	43.5	19,350	246,750
Wooster	Wooster Republican Printing Co.	49.3	7,780	577,873
Youngstown	WFMJ B/C Company	44.1	15,610	2,987,176
Youngstown	WKBN B/C Corp.	43.3	15,690	3,041,839
OKLAHOMA				
Lawton	Plaza Court B/C Co.	...	15,394	.....
Oklahoma City	Ned Shepler	48.9	4,500	.....
Oklahoma City	WKY Radiophone Company	44.5	21,000	.....
Tulsa	Fred Jones B/C Co.	45.3	22,000	787,532
Tulsa	World Pub. Co. and Tulsa Tribune Co.	45.7	23,850	967,812
OREGON				
Medford	Mrs. W. J. Virgin	49.5	3,121	29,539
Portland	Broadcasters Oregon, Ltd.	48.5	5,826	634,044
Portland	Oregonian Publishing Co.	46.1	13,328	739,556
Portland	KOIN, Inc.	45.7	12,856	734,214
PENNSYLVANIA				
Bethlehem	Associated B'casters, Inc.	48.5	2,800	.....
Harrisburg	Harrisburg B/C Co.	43.5	11,548	502,989
Harrisburg	Keystone B/C Corp.	44.7	4,000	.....
Harrisburg	The Patriot Company	46.1	7,633	1,045,857
Johnstown	WJAC, Inc.	45.1	21,792	2,868,509
Lancaster	WGAL, Incorporated	46.5	1,200	.....
Philadelphia	Gibraltar Service Corp.	46.1	9,318	3,998,402
Philadelphia	The Philadelphia Inquirer	48.1	15,500	4,697,141
Philadelphia	WDAS B/C Station, Inc.	47.7	9,300	3,992,850
Pittsburgh	Pittsburgh Radio Supply House	46.5	8,400	2,095,718
Pittsburgh	WCAE, Incorporated	45.4	8,650	2,429,000
Reading	Hawley B/C Company	46.5	4,275	889,600
Scranton	Scranton B'casters, Inc.	48.1	19,557	2,697,425
Sharon	Sharon Herald B/C Co.	45.9	11,030	1,763,157
Uniontown	Fayette B/C Corp.	48.1	10,240	1,628,338
Wilkes-Barre	Louis G. Baltimore	...	.....	.....

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
Williamsport	WRAK, Incorporated	47.7	11,675	1,183,934
York	Susquehanna B/C Co.	44.5	3,060	441,700
York	York Broadcasting Co.	45.1	1,550	.....
RHODE ISLAND				
Pawtucket	Pawtucket Broadcasting Co.	45.1	3,760	1,543,488
Providence	Cherry & Webb B/C Co.	47.5	6,207	4,230,838 (50 uv/m)
Providence	The Outlet Company	48.5	7,520	6,263,346 (50 uv/m)
Providence	Providence Journal Co.	46.6	6,767	1,272,147
Providence	A. A. Schechter	45.1	3,950	.....
SOUTH CAROLINA				
Charleston	Atlantic Coast B/C Company	47.7	6,400	.....
Columbia	Surety Life Ins. Co.	43.1	16,230	537,232
Greenville	Greenville News-Piedmont Co.	44.1	23,687	1,612,477
Greenwood	Grenco, Incorporated	44.7	5,305	246,397
Spartanburg	Spartanburg Adv. Co.	43.5	26,600	.....
TENNESSEE				
Chattanooga	WDOD B/C Corp.	47.5	23,800	1,289,993
Jackson	The Sun Publishing Co.	47.1	13,400	657,509
Knoxville	American Broadcasting Corp.	45.1	3,230	306,423
Memphis	Memphis Publishing Co.	48.1	19,640	.....
Nashville	Nashville Radio Corp.	46.5	16,000	.....
TEXAS				
Abilene	Reporter Broadcasting Co.	45.7	6,936	.....
Amarillo	Amarillo B/C Corp.	45.1	5,600	80,024
Austin	Frontier B/C, Inc.	47.1	12,900	.....
Beaumont	KRIC, Incorporated	43.1	6,650	.....
Dallas	A. H. Belo Corporation	43.7	22,700	.....
Dallas	KRLD Radio Corp.	45.7	20,000	.....
Galveston	KLUF B/C Co., Inc.	44.5	940	94,628
Harlingen	Harbineto B/C Co., Inc.	...	2,400	.....
Houston	Houston Printing Corp.	46.5	10,500	722,600
Houston	KTRH Broadcasting Company	47.7	14,300	856,882
San Angelo	KGKL, Incorporated	45.3	6,936	.....
San Antonio	The Walmac Company	45.3	10,506	536,104
San Antonio	Southland Industries, Inc.	44.5	16,500	.....
Texarkana	KCMC, Incorporated	48.1	7,088	.....
Waco	Frontier B/C, Inc.	46.1	13,700	.....
Wichita Falls	Rhea Howard	46.5	12,800	.....
UTAH				
Salt Lake City	Intermountain B/C Corp.	46.7	800	239,079
VIRGINIA				
Newport News	Hampton Roads B/C Company	44.7	5,950	549,939
Norfolk	WTAR Radio Corporation	46.5	5,702	560,312
Portsmouth	Portsmouth Radio Corp.	43.7	6,000	538,659
Roanoke	Times-World Corporation	45.3	30,340	1,806,731
Richmond	Havens & Martin, Inc.	46.1	12,130	658,236
Richmond	Richmond Radio Corporation	46.3	11,269	685,440
WASHINGTON				
Seattle	Radio Sales Corporation	44.3	8,200	.....
Spokane	Louis Wasmer, Inc.	45.7	12,609	249,887
WEST VIRGINIA				
Charleston	Charleston Broadcasting Co.	43.5	11,525	.....
Morgantown	West Virginia Radio Corp.	43.5	33,244	4,000,000 (approx.)

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
WISCONSIN				
Green Bay	Green Bay Newspaper Co.	...	.....	.....
Madison	Badger Broadcasting Co.	43.3	31,640	2,272,719
Milwaukee	Hearst Radio, Inc. (NY)	43.5	17,791	2,107,277
Milwaukee	The Journal Company	43.9	17,828	1,930,745
Milwaukee	Milwaukee B/C Co.	48.9	1,279	843,685
Milwaukee	Wisconsin Radio, Inc.	46.1	7,750	1,450,749
Oshkosh	Oshkosh B/C Company	44.5	3,810	265,436
Racine	Racine Broadcasting Co.	49.1	2,540	446,611
Sheboygan	Press Pub. Co.	48.5	2,360	280,890
Wausau	Record Herald Company	46.5	.....	.....

DEVELOPMENTAL STATIONS

Licensee and Location	Frequency	Power
The Atlanta Journal Co., Atlanta, Georgia		to be assigned 700w (cp only)
Courier Journal & Louisville Times T-NE of Eastwood, Ky.	45,500	1kw
Everett L. Dillard tr/as Commercial Radio Equipment Co., Washington, D. C.		to be assigned 250w (cp only)
Everett L. Dillard tr/as Commercial Radio Equipment Co., Washington, D. C.—Portable		to be assigned 100w (cp only)
Temple Ehmsen, Portland, Oregon		to be assigned 1kw (cp only)
The Journal Co., Milwaukee, Wisconsin	45,500	100w
KLZ Broadcasting Co., Denver, Colorado	43,500	1kw (cp only
Maryland Broadcasting Co., Baltimore, Maryland		to be assigned 1kw (cp only)
Matheson Radio Co., Boston, Massachusetts		to be assigned 1kw (cp only)
Muzak Corporation, New York	117,650	1kw (cp only)
National B/C Co., Inc., Portable		25 watts
National B/C Co., Inc., Portable or Portable-Mobile		100 watts
Voice of Alabama, Birmingham, Alabama		to be assigned 1kw (cp only)
Voice of Alabama, Birmingham, Alabama		to be assigned 250w (cp only)

DEVELOPMENTAL APPLICATIONS PENDING

Evansville On The Air, Inc., Glenwood, Indiana	43,300	1kw
Cowles Broadcasting Co., Des Moines, Iowa	49,100	1kw
Cowles Broadcasting Co., Washington, D. C.	49,100	1kw
Cowles Broadcasting Co., Minneapolis, Minnesota	49,100	1kw
Cowles Broadcasting Co., Jersey City, New Jersey	49,100	1kw
Massachusetts B/C Corp., Boston, Massachusetts	49,100	1kw
WAPO Broadcasting Service, Chattanooga, Tennessee	43,700	1kw

EXPERIMENTAL STATIONS

Crosley Corporation, Cincinnati, Ohio	43,200	1kw
C. M. Jansky Jr. and Stuart L. Bailey, d/b as Jansky and Bailey, Georgetown, D. C.	43,200	1kw

ORGANIZATIONS

National Association of Broadcasters

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Radio Groups

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Personnel

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Addresses

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Unions

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Guilds

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National Association of Educational Broadcasters

NATIONAL ASSOCIATION OF BROADCASTERS

Headquarters: 1760 N—Street, N. W., Washington 6, D. C.

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BOARD OF DIRECTORS

Director	District	States Comprising District
Paul W. Morency WTIC, Hartford, Conn.	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
Kolin Hager WGY, Schenectady, N. Y.	2	New York, New Jersey.
Roy F. Thompson WFBG, Altoona, Pa.	3	Delaware, Pennsylvania, Maryland.
Campbell Arnoux WTAR, Norfolk, Va.	4	District of Columbia, North Carolina, South Carolina, Virginia, West Virginia.
John C. Bell WBRC, Birmingham, Ala.	5	Alabama, Florida, Georgia, Puerto Rico.
Hoyt B. Wooten WREC, Memphis, Tenn.	6	Arkansas, Louisiana, Mississippi, Tennessee.
Nathan Lord WAVE, Louisville, Ky.	7	Kentucky, Ohio.
John E. Fetzer WKZO, Kalamazoo, Mich.	8	Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.
Leslie C. Johnson WHBF, Rock Island, Ill.	9	Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.
John J. Gillin, Jr WOW, Omaha, Neb.	10	Iowa, Missouri, Nebraska.

Director	District	States Comprising District
E. L. Hayek KATE, Albert Lea, Minn.	11	Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chipewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic.
Wililam B. Way KVOO, Tulsa, Okla.	12	Kansas, Oklahoma.
Hugh A. L. Halff WOAI, San Antonio, Texas	13	Texas.
Hugh B. Terry KLZ, Denver, Colo.	14	Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Arthur Westlund KRE, Berkeley, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii.
Wm. B. Ryan KFI, Los Angeles, Calif.	16	Arizona; California, including the counties excepted in District 15; New Mexico.
Harry R. Spence KXRO, Aberdeen, Wash.	17	Alaska, Oregon, Washington.

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KFAB, Omaha, Neb.

J. O. Maland
WHO, Des Moines

Medium Stations

T. A. M. Craven
WOL, Washington, D. C.

Don S. Elias
WWNC, Asheville, N. C.

Small Stations

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KTRI, Sioux City, Iowa

Frank King
WMBR, Jacksonville, Fla.

Networks

Frank Stanton
CBS, New York, N. Y.

Frank M. Russell
NBC, Washington, D. C.

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District 3
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District 9
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District 10
Mark W. Bullock, KFAB, Lincoln, Nebr.

District 11
(To be appointed.)

District 12
(To be appointed.)

District 13
Wm. G. Egerton, KTSA, San Antonio, Texas.

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District 15
George Greaves, KPO, San Francisco, California.

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District 11
(To be appointed.)

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District 9

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District 10

Hale Bondurant, WHO, Des Moines, Ia.

District 11

(To be appointed.)

District 12

(To be appointed.)

District 13

C. K. Beaver, WOAI, San Antonio, Texas.

District 14

W. C. Grove, KFBC, Cheyenne, Wyo.

District 15

Ray Baker, KPO, San Francisco, Calif.

District 16

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District 17

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Gerald Wing, KROC, Rochester, Minn.
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District 3

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District 4

Irvin G. Abeloff, WRVA, Richmond, Va.

District 5

Robert L. Fidlar, WIOD, Miami, Fla.

District 6

Robert Atherton, WMC, Memphis, Tenn.

District 7

Edgar T. Wolfe, WBNS, Columbus, Ohio.

District 8

Eldon Campbell, WOWO, Fort Wayne, Ind.

District 9

Maurice P. Owens, WROK, Rockford, Ill.

District 10

Harold Fair, WHO, Des Moines, Iowa.

District 11

(To be appointed.)

District 12

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District 13

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District 14

Ralph W. Hardy, KSL, Salt Lake City, Utah.

District 15

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District 16

W. L. Gleeson, KPRO, Riverside, Calif.

District 17

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Program Directors Executive Committee

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Robt. Evans, WSPD, Toledo, Ohio.

THE NAB CODE

ADOPTED BY THE 17th ANNUAL CONVENTION OF THE NAB

JULY 11, 1939

(*Amended April* 28, 1943)

RECOGNIZING the importance of radio broadcasting in the national life and believing that broadcasters have sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates the following revised Code:

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to

pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it

should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Solicitation of Memberships

Solicitations of memberships in organizations, except where such memberships are incidental to the rendering of commercial services such as an insurance plan either in respect to casualty to life or property, or for membership in the American Red Cross or like organizations engaged in charitable work, are deemed to be unacceptable under the basic theory of the Code and therefore time should be neither given nor sold for this purpose.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements, comply with pertinent legal requirements, fair trade practices and acceptable standards of good taste.

Brief handling of commercial copy is recommended procedure.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

Daytime

Five-minute programs	2:00
*Five-minute news programs	1:45
Ten-minute programs	2:30
Fifteen-minute programs	3:15
Twenty-five-minute programs	4:15
Thirty-minute programs	4:30
Sixty-minute programs	9:00

Night-time

Five-minute programs	1:45
*Five-minute news programs	1:30
Ten-minute programs	2:00
Fifteen-minute programs	2:30
Twenty-five-minute programs	2:45
Thirty-minute programs	3:00
Sixty-minute programs	6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

* Further restriction by individual stations is recommended.

Be It Resolved

Adopted by the 17th Annual Convention
National Association of Broadcasters

To clarify the phrase "Accepted Standards of Good Taste," and the canons of good practice set forth in the NAB Code, therefore be it RESOLVED:

That member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.

2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.

3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.

4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.

5. Matrimonial agencies.

6. Offers of "homework" except by firms of unquestioned responsibility.

7. Any "dopester," tip-sheet or race track publications.

8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.

9. Cures and products claiming to cure.

10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.

11. Continuity which describes, repellently, any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.

12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.

13. Misleading statements of price or value, or misleading comparisons of price or value.

ORGANIZATIONS

RADIO GROUPS — UNIONS — ASSOCIATIONS PERSONNEL — GUILDS — ADDRESSES

Acoustical Society of America

120 S. LaSalle St., Chicago 3, Ill.
Randolph 8460

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FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

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Actors' Equity Association

45 W. 47th St., New York 19, N. Y.
BRyant 9-3550

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San Francisco: Theodore Hale, 26 O'Farrell Street.
Chicago: Frank Dare, 720 Bittersweet Place.
Chorus Equity: 701 7th Ave., New York, N. Y.

Advertising Federation of America

330 West 42nd St., New York, N. Y.
BRyant 9-0430

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FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

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Advertising Research Foundation

330 West 42nd St., New York, N. Y.
LOngacre 3-5503

OFFICERS

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Treasurer ..... John Benson
Secretary ..... Paul B. West
Managing Director ..... A. W. Lehman
Technical Director ..... D. B. Lucas

FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

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American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York, N. Y.
LExington 2-7980

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Counsel ..... McKercher & Link

FUNCTIONS

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

American Bar Association (Standing Committee on Communications)

Office of the Chairman: 1002 Hill Bldg.
Washington, D. C.
Republic 3833

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FUNCTIONS

To advance the science of jurisprudence, promote the administration of justice and uniformity of legislation and of judicial decision in the Nation, uphold the honor of the profession of the law.

•

American Communications Association (C. I. O.)

5 Beekman St., New York, N. Y.
COrtlandt 7-1374

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American Council on Education

744 Jackson Place, Washington 6, D. C.
NAtional 5691

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Chief Accountant ..... Grace R. Ontrich

FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences.

•

American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President ..... James C. Petrillo
Vice-President ..... Charles L. Bagley
Financial Secretary-Treasurer ..... Thomas F. Gamble
Secretary ..... Leo Cluesman

EXECUTIVE COMMITTEE

Chauncey Weaver, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.

•

American Federation of Radio Artists (AFRA)

2 West 45th St., New York, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President ..... Lawrence Tibbett
Vice-President ..... Virginia Payne
Vice-President ..... Ben Grauer
Vice-President ..... John B. Hughes
Vice-President ..... Gunnar Back
Vice-President ..... Kenneth Carpenter

Recording Secretary.....Alex McKee
National Executive Secretary.....Emily Holt
Associate Secretary and Treasurer.....George Heller
Counsel.....Jaffe & Jaffe
Associate Counsel.....Beilenson & Berger

BOARD OF DIRECTORS

Wm. P. Adams, Gunnar Back, Hal Berger, Nellie Booth, John Brown, Robert Bruce, Eddie Cantor, Andre Carlon, Kenneth Carpenter, Floyd Caton, Clayton Collyer, Ted De Corsia, William T. Days, Jr., Robert Donley, Verna Felton, Norman Field, Robert Graham, Ben Grauer, George Heller, John B. Hughes, House Jameson, Raymond Jones, Jay Jostyn, Carlton Kabell, Felix Knight, Grafton Linn, John McIntire, Alec McKee, Sylvia Maguite, Edward J. Marr, Bert Metcalf, William L. Mezger, Edward L. Merritt, Arnold Moss, Ona Munson, Paul Nettinga, Virginia Payne, Vincent Pelletier, Minerva Pious, Alan Reed, Kenneth Roberts, Earl Ross, Anne Seymour, Margaret Speaks, Al Strace, Lawrence Tibbett, Lou Tobin, Lucille Wall, William Wright.

BRANCH OFFICES

Chicago Local—540 North Michigan Avenue, Chicago, Ill.; Raymond Jones, Executive Secretary; Phone, Superior 6517.

Los Angeles Local—6331 Hollywood Boulevard, Hollywood, Calif.; Claude McCue, Executive Secretary; Phone, Hillside, 5121.

San Francisco Local—26 O'Farrell Street, San Francisco, California; Phone, Sutter 3196, San Francisco, California.

Cincinnati Local—Box 14, Cincinnati, Ohio.

Montreal Local—1126 St. Catherine St., West Montreal, Canada.

Detroit Local—82 West Montcalm St., Detroit, Mich.

St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.

Miami Local—Box 8, Miami, Fla.

Denver Local—4231 West 32nd St., Denver, Colo.

Racine Local—804 Hamilton St., Racine, Wisc.

Cleveland Local—319 Chester-12th Bldg., Cleveland, Ohio.

Washington Local—P. O. Box No. 269, Washington, D. C.

Pittsburgh Local—1124 Frick Bldg.

Portland Local—P. O. Box No. 263, Portland, Ore.

Dallas Local—P. O. Box 2181, Dallas, Texas.

Other locals located in Des Moines, Ia.; Philadelphia, Pa.; Schenectady, N. Y.; Boston, Mass.; Charlotte, N. C.; Rochester, N. Y.; Baltimore, Md.; San Diego, Calif.; Fresno, Calif.; Lawrence, Mass.; Grand Rapids, Mich.; Louisville, Ky.; Seattle, Wash.; Atlanta, Ga.; Kansas City, Mo.

•

American Guild of Musical Artists, Inc. (A. F. L.)

2 West 45th St., New York, N. Y.
MUrray Hill 2-8407

OFFICERS

President.....Lawrence Tibbett
First Vice-President.....Richard Bonelli
Second Vice-President.....Walter Golde
Third Vice-President.....Jose Iturbi
Fourth Vice-President.....Eugene Conley
Fifth Vice-President.....Helen Jepson
Recording Secretary.....Elizabeth Hoeppel
Treasurer.....Frederick Jagel
Counsel.....Albert B. Gins

BOARD OF GOVERNORS

Zlatko Balokovic, Ruthanna Boris, Ruth Breton, Norman Cordon, Muriel Dickson, Claudio Frigerio, Coe Glade, Herbert Graf, Roland Guerard, Edward Harris, Jascha Heifetz, Alexander Kipnis, Charles Kullman, James Melton, Helen Olheim, Alexander Smallens, Georgia Standing, Anthony Stivanello, Conrad Thibault, Kerstin Thorborg, Mario Cozzi, Louis D'Angelo, Frances Greer, Mack Harrell, Mildred Ippolito, Anna Kaskas, Dorothy Sarnoff.

BRANCH OFFICES

Hollywood: 6331 Hollywood Blvd.—Phone, Hillside 5121.

FUNCTIONS

AGMA is a union whose purpose is to bargain collectively on behalf of its members and to deal with employers, contractors, managers, impresarios, agents and others whose activities affect its members. AGMA is a branch of the AAAA and is a sister union of the American Federation of Radio Artists.

•

American Marketing Association

Address individual officers

OFFICERS

President.....Howard W. Green
(Real Property Inventory)
Vice-President.....Donald M. Hobart
(Curtis Publishing Co.)
Vice-President.....Franklin R. Cawl
(Arthur Kudner, Inc.)
Treasurer.....Arthur P. Hirose
(Newsweek)
Secretary.....Ross M. Cunningham
(Mass. Institute of Technology)
Editor-in-Chief, Journal of Marketing.....Reavis Cox
(Un. of Pennsylvania)

DIRECTORS

Everett R. Smith, Macfadden Publications, Inc.; Lyman Hill, Servel Corp.; Henry E. Erdman; Virgil Reed, War Production Board.

FUNCTIONS

American Marketing Association is an organization for the advancement of science in marketing.

•

American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
CAledonia 5-2000

OFFICERS

President.....Linwood I. Noyes
Vice-President.....W. G. Chandler
Secretary.....Norman Chandler
Treasurer.....Edwin S. Friendly
General Manager.....Cranston Williams

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

•

American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.
Hartford 3-6269

OFFICERS

President.....George W. Bailey
Vice-President.....Charles E. Blalack
Managing Secretary.....Kenneth B. Warner
Treasurer.....David H. Houghton
Acting Communication Manager.....Carol K. Witte

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of

the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

•

American Society of Composers, Authors and Publishers

32 Rockefeller Plaza, New York 20, N. Y.
COlumbus 5-7464

OFFICERS

President.....Deems Taylor
Vice-President.....Gustave Schirmer
Vice-President.....Oscar Hammerstein II
Secretary.....George W. Meyer
Treasurer.....Max Dreyfus
Assistant Secretary .....J. J. Bregman
Assistant Treasurer .....Irving Caesar
General Manager .....John G. Paine

BOARD OF DIRECTORS

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ADMINISTRATIVE OFFICERS

General Manager.....John G. Paine
Assistant General Manager.....Herman Greenberg
Comptroller.....George A. Hoffman
Director of Public & Customer Relations
Robert L. Murray
General Counsel.....Schwartz & Frohlich
Resident Counsel.....Herman Finkelstein

DIVISION SUPERVISORS

Western District
6331 Hollywood Blvd., Hollywood, Calif.
Supervisor.....Richard J. Powers

Mid-Western District
7 South Dearborn St., Chicago, Ill.
Supervisor.....John C. Wooden

Southern District
607-11 First National Bldg., Atlanta, Ga.
Supervisor.....I. T. Cohen

Eastern District
30 Rockefeller Plaza, New York, N. Y.
Supervisor.....F. C. Erdman

DISTRICT MANAGERS

Western

Larry Shea, 414 Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif.
Stanley Shepard, 645 Pacific Bldg., Portland, Ore.
Harry G. Ferguson, 1101-2 Security Bldg., Denver, Colo.
H. A. Levinson, Room 422, 111 Sutter Bldg., San Francisco, Calif.

Mid-Western

ASCAP, 730 Des Moines Bldg., Des Moines, Ia.
Martin Meltzer, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.
E. A. Sherwood, 1100 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.
E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.
Messrs. Grosner & Burak, 782-4 Penobscot Bldg., Detroit, Mich.

Southern

H. L. Frankel, 603 Hibernia Bank Bldg., New Orleans, La.
Samuel Feldman, 3910-11 Carew Tower, Cincinnati, Ohio.
Chas. McDowell, 1613-14 Tower Petroleum Bldg., 1903 Elm St., Dallas, Texas.
David Nelson, 607 1st Nat'l Bank Bldg., Atlanta, Ga.

Eastern

Samuel Berkett, 44 School St., Boston, Mass.
Arthur L. Rothkranz, 1616 Baltimore Trust Bldg., Baltimore, Md.
H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.
William J. O'Brien, 509 Grant Bldg., Pittsburgh Pa.
Lawrence B. Schlums, 1431 Lincoln Alliance Bldg., Rochester, N. Y.
Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.
Clarence Rubin, 30 Rockefeller Pl., New York, N. Y.

FUNCTIONS

ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

•

American Television Society

Headquarters: 2 W. 45th St., New York, N. Y.
VAnderbilt 6-0600
Meeting Place: Museum of Modern Art
New York, N. Y.

EXECUTIVE COMMITTEE

Dan Halpin, Norman D. Waters, George T. Shupert.

OFFICERS

President.....Dan Halpin
Vice-President.....Raymond E. Nelson
Treasurer.....Don McClure
Secretary .....Alice Pentlarge

DIRECTORS

Dan Halpin, Norman D. Waters, J. Raymond Hutchinson, Lila Swift, Charles Klienman, George T. Shupert, Raymond E. Nelson, Prof. Edward C. Cole, David Hale Halpern, Don McClure.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

•

Associated Actors and Artistes of America

47 West 47th St., New York, N. Y.
Phone: BRyant 9-3550

OFFICERS

President.....Paul Dulizeli
1st Vice-President .....an Greenfield
2nd Vice-President.....Emily Holt
Treasurer.....Ruth Richmond
Counsel.....Paul N. Turner

FUNCTIONS

Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's. We are also Hebrew actors' union, Hungarian actors and Italian actors' union.

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Assn. of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto 1, Ont.
ADelaide 9774

OFFICERS

President.....Harold E. Stephenson
Vice-President.....H. J. G. Jackson
(Acting Advertising Manager, Chrysler Corporation of Canada Limited, Windsor, Ontario)
Vice-President.....L. E. Phenner
(President, Canadian Cellucotton Products Co., Limited, Toronto, Ontario)

Vice-President.....N. B. Powter
(Sales Promotion Manager, Howard Smith Paper Mills Limited, Montreal, Que.)
(Advertising Manager, Canada Starch Co., Limited, Montreal, Que.)
Vice-President.....George S. Bertram
(Swift Canadian Co., Ltd., Toronto, Ont.)
Treasurer.....J. P. Lyons
(Advertising Manager, Manufacturers Life Insurance Company, Toronto, Ont.)
Managing Director.....Athol McQuarrie
(Association of Canadian Advertisers Inc., Toronto, Ontario)

DIRECTORS

C. W. Chamberlin, Advertising Manager, Shell Oil Co. of Canada Limited, Toronto, Ont.; Lee Trenholm, Director of Public Relations, Underwood Elliott Fisher Limited, Toronto, Ont.; D. E. Bankart, Advertising Manager, Northern Electric Co. Limited, Montreal, Que.; R. Harold Smyth, Advertising Manager, Dominion Rubber Co., Limited, Montreal, Que.; A. Usher, Advertising Manager, RCA Victor Co. Limited, Montreal, Que.; Muriel Whitlock, Advertising Manager, Courtaulds (Canada) Limited, Montreal. Que.; Athol McQuarrie, Managing Director, R. L. Sperber, Sterling Products Ltd., Windsor; George Stineback, Bauer & Black Ltd., Toronto; Hedleigh T. Venning, Shirriff's Ltd., Toronto.

FUNCTIONS

This association was incorporated in March 1917 For 29 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

The Bureau of Broadcast Measurement
Office of the Executive Secty.
Room 303 Federal Bldg.
85 Richmond St., W.
Toronto, Ont.

OFFICERS

President.....L. E. Phenner
(Canadian Cellucotton Products Co., Ltd., Toronto, Ont.)
Vice-President.....Adrian Head
(J. Walter Thompson Co. Ltd., Toronto, Ont.)
Sec'y-Treasurer.....Athol McQuarrie
(Toronto, Ont.)
Research Counsel.....Walter E. Elliott
(Elliott-Haynes Ltd., Toronto, Ont.)

DIRECTORS

Advertisers: R. L. Sperber, Sterling Products Ltd., Windsor, Ont.; A. Usher, RCA Victor Co. Ltd., Montreal, Que.; L. E. Phenner, Canadian Cellucotton Products Co. Ltd., Toronto, Ont.; Agency: Adrain Head, J. Walter Thompson Co. Ltd., Toronto, Ont.; H. M. Tedman, J. J. Gibbons Ltd, Toronto, Ont.: T. L. Anderson, Cockfield Brown & Co. Ltd., Toronto, Ont.; Radio stations: E. A. Weir, Canadian Broadcasting Corp., Toronto, Ont.; Horace N. Stovin, Stovin & Wright, Toronto, Ont.; W. T. Cranston, Radio Station CKOC, Hamilton, Ont.

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Association for Education by Radio

226 N. La Salle St., Chicago 1, Ill.

NATIONAL OFFICERS

I. Keith Tyler, president, director of radio education, Ohio State University.

Luke L. Roberts, first vice-president, educational director, KOIN, Portland, Ore.

Robert B. Hudson, second vice-president, director, Rocky Mountain Radio Council.

George Jennings, treasurer, acting director, Chicago Radio Council.

Elizabeth Goudy, secretary, Visual Aids for War Training, U. S. Office of Education.

REGIONAL PESIDENTS

Robert B. Masdougall, Region I, New Jersey State Teachers College, Trenton.

Sam H. Linch, Region II, supervisor of radio education, Atlanta public schools.

H. B. McCarty, Region III, Station WHA, University of Wisconsin.

F. L. Whan, Region IV, University of Wichita.

John W. Gunstream, Region V, director of radio-visual education, Texas State Dept. of Education.

Donald L. Cherry, Region VI, Sequoia Union high school, Redwood City, Calif.

Kenneth Caple, Region VII, director of school broadcasting, British Columbia, Canada.

Alpha Epsilo Rho: The association sponsors Alpha Epsilon Rho, an undergraduate professional fraternity in radio. Sherman P. Lawton, executive secretary, Stephen's College, Columbia, Mo.

Membershiu Committee: Sally Bechill, chairman, 5601 N. Campbell Ave., Portland, Ore.

FUNCTIONS

Promotion of education by radio and the publication of a journal (Journal of the AER) monthly except May, June, July and August.

AER JOURNAL STAFF
EDITORIAL STAFF

William D. Boutwell, Lyman Bryson, Kathleen N. Lardie, Watt Long, Robert Macdougall, Hazel Kenyon Markel, Harold B. McCarty, Tracy F. Tyler, chairman.

Tracy F. Tyler, editor, University of Minnesota.

James G. Hanlon, supervising editor, WGN, Chicago.

George Jennings, business manager, acting director, Chicago Radio Council.

Max Herzberg, Jennings Pierce, John W. Brandstetter, Kathleen N. Lardie, Alice W. Manchester, Clarence C. Moore, A. DeBernardis, contributing editors.

•

Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
MU 5-9167

OFFICERS

Chairman of Board.....C. C. Carr
(Aluminum Co. of America)
Vice-Chairman.....Paul S. Ellison
(Sylvania Electric Products, Inc.)
Vice-Chairman.....J. P. Miller
(Pet Milk Sales Corp.)
President.....Paul B. West
Treasurer.....Albert Brown
(Bristol-Myers Co.)
Secretary.....E. T. Batchelder

DIRECTORS

J. F. Apsey, Jr., The Black & Decker Mfg. Co.; Hugh Hitchcock, Packard Motor Car Company; H. W. Roden, Harold H. Clapp, Incorporated; A. C. Seyfarth, International Harvester Company; H. H. Simmons, Crane Co.; D. B. Stetler, Standard Brands Incorporated; Thomas H. Young, United States Rubber Company; Robert B. Brown, Bristol-Myers Co.; William Connolly, S. C. Johnson & Son; Carleton Healy, Hiram Walker & Sons; D. H. Odell, General Motors Corp.; W. B. Potter, Eastman Kodak Co.; Ralph Winslow, Libbey-Owens-Ford Glass Co.

FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

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Association of Radio News Analysts

9 E. 46th St., New York 17, N. Y.
PLaza 5-6577

President.....John W. Vandercook
Vice-President.....George Fielding Eliot
Vice-President.....Raymond Gram Swing
Treasurer.....Quincy Howe
Secretary.....César Saerchinger
Chairman Executive Committee.....H. V. Kaltenborn

FUNCTIONS

Membership consists of experienced news analysts devoting a major part of their time to radio work and not voicing their own commercials. The Association's function is to improve quality and standards of radio news analysts.

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Australian Broadcasting Commission

264 Pitt St., Sydney, N. S. W., Australia
Phone M6991
Chairman.....William J. Cleary
General Manager.....Charles Moses

FUNCTIONS

The Australian Broadcasting Commission provides the programs of the Australian National Broadcasting Service which emanate from the National stations in each state. The transmitters are linked in a National network which covers all capital cities and country regions in each state. Other transmitters provide state programmes but are linked for special periods each day in a National Alternative network. The Commission publishes a journal, "The A. B. C. Weekly."

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Authors' League

6 E. 39th St., New York, N. Y.
MUrray Hill 5-6930

OFFICERS

President.....Russel Crouse
Vice-President .....Fannie Hurst
Secretary .....Katherine Seymour
Treasurer.....Arthur Schwartz

COUNCIL

Franklin P. Adams, Frederick Lewis Allen, Erik Barnouw, Carl Carmer, Mignon G. Eberhart, J. C. Furnas, Paul Gallico, Sidney Gerson, Oscar Hammerstein II, Stuart Hawkins, Lillian Hellman, Pauline Hopkins, Gladys Hurlbut, Fannie Hurst, Nikki Kaye, Manuel Komroff, Howard Lindsay, Richard McDonagh, Arch Oboler, S. J. Perelman, Kenneth Pettus, Henry F. Pringle, Elmer Rice, Rex T. Stout, Kenneth Webb, Forrest Barnes, Philip Barry, Rector Chevigny, Marc Connelly, Russel Crouse, Paul Franklin, Frances Goodrich, John Howard Lawson, Denis Tilden Lynch, John Vandercook.

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

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BMI Canada, Ltd.

2100 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS

President.....J. Harold Ryan
Vice-President .....Sydney Kaye
Vice-President.....Harry Sedgwick
Vice-President.....Joseph Sedgwick
Vice-President.....Glen Bannerman
Secretary-Treasurer.....T. Arthur Evans

FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

•

Board of War Communications

Chairman's Office: c/o Federal Communications Commission, Washington, D. C.

BOARD MEMBERS

Paul Porter, Chairman, Federal Communications Commission; Rear Adm. Joseph R. Redman, Director of Naval Communications; Major Gen. Harry C. Ingles, Director of Naval Communications; Adolf A. Berle, Jr., Assistant Secretary of State in Charge of the Office of Transportation and Communications; Herbert E. Gaston, Assistant Secretary of Treasury in Charge of Treasury Enforcement Activities; Capt. E. M. Webster, Chief of Communications of the U. S. Coast Guard, Assistant Secretary.

COMMITTEES

Alternates: E. K. Jett, Federal Communications Commission; Brig. Gen. Frank E. Stoner, Chief, Army Communications Branch; Capt. John V. Murphy, Deputy Director of Naval Communications; Francis C. de Wolf, Chief, Telecommunications Division of Department of State; Capt. E. M. Webster, Chief of Communications of the U. S. Coast Guard.

Coordinating: Comm. E. K. Jett, Federal Communications Commission, Chairman; Harvey B. Otterman, Department of State; Col. Wesley T. Guest, War Department; Capt. Franz O. Willenbucher, Navy Department; Capt. E. M. Webster, U. S. Coast Guard.

Law: Charles R. Denny, Jr., General Counsel of Federal Communications Commission, Chairman; Col. Conrad E. Snow, War Department; Lt. Comdr. Ernest R. Feidler, Treasury Department; Capt. Franz O. Willenbucher, Navy Department; Raymond T. Yingling, Department of State.

Labor Advisory: Robert J. Watt, Chairman.

Industry Advisory: Walter S. Gifford, Chairman; Dr. C. B. Jolliffe, Secretary.

International Broadcasting Coordinating: I—Amateur Radio: George W. Bailey, Chairman; II—Aviation Communications: R. O. Smith, Chairman; III—Cable: C. Mills, Chairman; Benedict P. Cottone, Secretary; IV—Domestic Broadcasting: A. D. Ring, Secretary; V—Interdepartment Radio Advisory: Comdr. Paul D. Miles, Chairman; Capt. E. M. Webster, Vice Chairman; M. H. Woodward, Secretary; L. R. Brady, Asst. Secretary; VI—International Broadcasting: Walter C. Evans, Chairman; VII—Radio communications: Capt. E. M. Webster, Chairman; F. M. Ryan, Secretary. VIII—State and Municipal Facilities: Capt. Donald S. Leonard, Chairman; G. E. Nielson, Secretary; IX—Telegraph; E. R. Shute, Chairman; William J. Norfleet, Secretary; X—Telephone: Z. Z. Hugus, Chairman; Clyde S. Bailey, Secretary; XI—United States Government Facilities: Lt. Col. A. G. Simson, Chairman; XII—Communications Liaison Committee for Civilian Defense: William N. Krebs, Chairman; Herbert A. Friede, Secretary; XIII—Priorities Liaison: Comdr. R. H. Griffin, Chairman.

•

The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.
Circle 7-0656

OFFICERS

North American Dir.....John Salt
Asst. North American Dir.....W. R. Reid
Special Asst. to N. A. D.....Donovan Rowse
Head of Research Dept.....Henry David
Sr. Asst. Research Dept.....A. S. Kenas
Public Relations Mgr.....Christopher Cross
Chief Engineer.....A. S. Toby
Program Operations Mgr.....Stephen Fry
Head of European Service.....Clement Fuller
Production Manager.....Roy Lockwood
Talks Producer.....Miss Evelyn Gibbs

BRANCH OFFICES

1060 Bush St., San Francisco 9, Calif.
Phone: Ordway 4049
Pacific Coast Representative.....Gerald Cock
430 N. Michigan Ave., Chicago 11, Ill.
Phone: Delaware 6881

Middle West Representative.....William N. Newton
1150 Connecticut Ave., NW, Washington 6. D. C.
Phone: Executive 1465
Manager.....Miss Annette Ebsen
Washington Correspondent.....Anthony Wigan

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation consist of two interrelated but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC's North American Service.

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Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.
PEnnsylvania 6-5466

OFFICERS

President.....J. Harold Ryan
Vice-President-General Counsel.....Sydney M. Kaye
Vice-President-General Manager.....M. E. Tompkins
Treasurer.....C. E. Lawrence

DIRECTORS

Neville Miller,* National Association of Broadcasters; John Elmer, WCBM· William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kapner, WCAE; Carl Haverlin, Mutual Broadcasting System; C. W. Myers, KOIN; J. Leonard Reinsch, WSB; Robert D. Swezey, Blue Network Co., Inc.; Frank K. White, Columbia Broadcasting System.

* Has since resigned as President of NAB.

BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.
Executive-in-Charge .....Eddie Janis

54 West Randolph St., Chicago, Ill.
Executive-in-Charge .....James Cairns

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

•

Canadian Assn. of Broadcasters

2100 Victory Bldg., Toronto, Ont.
Canada
Elgin 5623

OFFICERS

President-General Manager.....Glen Bannerman
Chairman of the Board.....Harry Sedgwick
Vice-Chairman of the Board.....G. R. A. Rice
General Counsel.....Joseph Sedgwick
Secretary-Treasurer.....T. Arthur Evans

DIRECTORS

Harry Sedgwick, Chairman, New York City; G. R. A. Rice, Vice Chairman, Radio Station CFRN; Gerry Gaetz, CKRC; A. A. Murphy, CFQC; Ralph White, CFJC; J. E. Campeau, CKLW; J. K. Cooke, Toronto; Phil Lalonde, CKAC; J. N. Thivierge, CHRC; Lieut.-Col. K. S. Rogers, CFCY; N. Nathanson, CJCB.

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 62 privately owned radio stations.

Canadian Performing Right Soc., Ltd.

1003 Royal Bank Bldg., Toronto, Canada
Phone: Elgin 9219

OFFICERS

President-Managing Director...H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS

Ralph Hawkes, Holmes Maddock, H. T. Jamieson, representing The Performing Right Society Limited, London, England, and John G. Paine, Gordon V. Thompson, W. S. Low, representing the American Society of Composers, Authors and Publishers.

•

Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President.....Gene Buck
1st Vice-President.....Pat O'Brien
2nd Vice-President.....Jay Jostyn
Honorary Vice-Presidents:
Bing Crosby, Dan Healy, Donald Brian
Recording Secretary.....Frank McNellis
Historian .....Kathryn Givney
Executive Secretary .....George Buck
Chairman of Executive Board.....Donat Gautier
Chairman of Advisory Board..Hon. Edward P. Mulrooney

FUNCTIONS

Benevolent and social organization, founded to promote the best interests of the stage and its people.

•

Catholic Writers Guild of America

128 W. 71st St., New York, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....Edwin P. Kilroe
Vice-President .....Richard Reid
Treasurer.....Clarence E. Heller
Executive Secretary.....Eleanor M. Tucker
Corresponding Secretary.....Bernadette A. Forrest

BOARD OF GOVERNORS

Thomas E. Woodlock, Right Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Edgerly, Margaret Marshall, Jos. J. Reilly, Mrs. Philip Brennan, Nicholas Farley, Kenton Kilmer.

FUNCTIONS AND ACTIVITIES

The press, inclusive of the writer, editor and publisher of newspaper, magazine, screen and stage manuscripts, desiring a statement of the Catholic mind on Church issues or current national events, will find the Catholic Writers Guild of America ready to cooperate in directing inquiry to a source of authentic information.

•

Chicago Radio Management Club

230 N. Michigan Ave.
Chicago, Ill

OFFICERS

President.....Harlow P. Roberts
Vice-President.....Harry K. Gilman
Secretary .....Hildred Sanders
Treasurer .....Arthur Haare

FUNCTIONS AND ACTIVITIES

The Chicago Radio Management Club is an organization consisting of members in executive capacities in advertising agencies and radio stations in Chicago,

III. Meetings are held weekly wherein any and all problems relative to radio business can be discussed on common grounds, conclusion drawn and plans for the solution of particular problems authorized for action.

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Committee on Consumer Relations In Advertising, Inc.

420 Lexington Ave., New York, N. Y.
MUrray Hill 5-7367

OFFICERS

Chairman.....John Benson
Executive Director.....Kenneth Dameron

FUNCTIONS

This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and others interested in management problems arising from consumer movements.

•

The Dramatists' Guild

6 E. 39th St., New York, N. Y.
MUrray Hill 5-6930

OFFICERS

President .....Richard Rodgers
Vice-President .....Phillip Barry
Secretary .....Victor Wolfson

COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Edward Childs Carpenter, Patricia Collings, Russel Crouse, Owen Davis, Howard Dietz, Philip Dunning, Nancy Hamilton, Otto Harbach, Lilliam Hellman, Gladys Hurbert, G. S. Kaufman, Arthur Kober, Howard Lindsay, Elliot Nugent, Eugene O'Neil, Paul Osborn, Samson Raphaelson, Arthur Schwartz, Kurt Weill, Victor Wolfson, Dorothy Fields, francis Goodrich, Oscar Hammerstein, II, F. Hugh Herbert, Ogden Nash.

FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

•

Federal Communications Bar Assn.

Munsey Bldg., Washington 4, D. C.

OFFICERS

President.....Ben S. Fisher
First Vice-President.....Eliot C. Lovett
Second Vice-President.....Carl I. Wheat
Secretary.....W. Theodore Pierson

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a monthly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

•

Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York, N. Y.
GRamercy 5-3475

OFFICERS

Executive Secretary .....Frank C. Goodman
Assistant Executive ....Ethel A. Rich
Secretary .....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio was organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces eight non-sectarian religious radio programs each week, as well as special programs, over national networks.

•

Federal Radio Education Committee (FREC)

Tempo 2, 19th and D Sts., N.W., Washington, D. C.
Executive 6500, Extension 2564

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman.....C. F. Klinefelter
Secretary-Editor.....Gertrude G. Broderick
Radio Education Specialist.....R. R. Lowdermilk

EXECUTIVE COMMITTEE

John W. Studebaker, U. S. Commissioner of Education; George P. Adair, Federal Communications Commission; Clifford J. Durr, Commissioner, FCC; John Elmer, Baltimore Broadcasting Corp.; Willard E. Givens, National Education Assn.; Rev. Frederick J. Hockwalt, National Catholic Welfare Conference; Harold B. McCarty, Station WHA; J. Harold Ryan, National Association of Broadcasters; Levering Tyson, Muhlenberg College; Judith C. Waller, National Broadcasting Co., Lyman Bryson, Columbia Broadcasting System.

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educations, on the other, would combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Forums on the Air, College Radio Workshop, The School Radio Sound System, Glossary of Radio Terms, "Americans All—Immigrants All," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, and many others.

•

Federal Trade Commission

Pennsylvania Ave. at 6th St., N.W., Washington, D.C.
EXecutive 6800

PERSONNEL

Chairman.....Robert E. Freer
Commissioner.....Garland S. Ferguson
Commissioner.....Charles H. March
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Secretary.....Otis B. Johnson
Chief Counsel.....Wm. T. Kelley
Chief Examiner.....James A. Horton
Chief Economist.....Col. William H. England
Dir. Trade Practice Conferences.....Henry Miller
Director, Radio & Periodical Division. P. B. Morehouse
Assistant Director, Radio & Periodical Division
William F. Davidson

FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

•

First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS

President.....Lee E. Donnelley
Vice-President.....Norman Lewis
Secretary-Treasurer.....Melvin F. Hall

BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

•

F M Broadcasters, Inc. (FMBI)

Office of the President and Secretary-Treasurer,
333 W. State St., Milwaukee 1, Wis.
Marquette 6000
Washington Office:
711 Colorado Bldg.

OFFICERS

President ..... Walter J. Damm
Vice-President ..... Theodore C. Streibert
Secretary-Treasurer ..... L. W. Herzog

DIRECTORS

John Shepard, 3rd, John V. L. Hogan, Arthur Church, Geo. Lang, Lee B. Wailes, Ray H. Manson, Franklin M. Doolittle, Walter J. Damm, Theodore C. Streibert.

FUNCTIONS

FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner: to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership stations; too offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of promotion and publicity aimed at stimulating public interest, and to provide a competent and accurate service for the truthful dissemination of information concerning FM. Membership includes individuals and companies who have an FM station, a construction permit or an application on file with the FCC for one.

•

Hollywood Victory Committee For Stage, Screen and Radio

415½ North Beverly Drive, Beverly Hills, California
Phone: Crestview 5-1171

OFFICERS

Chairman ..... Kenneth Thomson
Vice-Chairman ..... Mark Sandrich
Treasurer ..... Bert Allenberg
Secretary ..... Howard Strickling
Asst. Secretary ..... Arch Reeve
Executive Administrator ..... Marco Wolff

ORGANIZATIONS REPRESENTED

Actors Equity Association
American Federation of Radio Artists
American Guild of Musical Artists
American Guild of Variety Artists
American Society of Composers, Authors and Publishers
Artists Managers Guild
Association of Motion Picture Producers
Hollywood Writer's Mobilization
Independent Publicists Society
Musicians Mutual Protective Association
Public Information Committee of the Motion Picture Industry
Radio Networks
Radio Writers Guild
Screen Actors Guild
Screen Directors Guild
Screen Publicists Guild
Screen Writers Guild
Southern California Broadcasters Association
Theatre Authority, Inc.
War Activities Committee

FUNCTIONS

This committee was formed as a means of coordinating the requests for "free talent" and as a means of offering protection to the actors, the studios and the radio networks in Hollywood, so far as authentication of requests is concerned, and so far as accurate check as to the officialdom of the sources of requests for "free talent." This body is charged with the approval or rejection of all requests for "free talent" in Hollywood. All requests for "free talent" whether to studios, organizations of individual stars, are to be referred to this committee for action.

A sub-committee, the Hollywood Talent Committee, is charged, after the main committee has approved a request officially, with the coordination of the various industry elements involved in fulfilling the request.

•

The Institute for Education by Radio

Established 1930
Ohio State University, Columbus, Ohio
UNiversity 3148, Extension 708

OFFICERS

Honorary Director ..... W. W. Charters
Director ..... I. Keith Tyler
Executive Secretary ..... Ardis Hillman Wheeler

PROGRAM COMMITTEE

William Wallace Beavers, Program Director, WCOL; R. C. Higgy, Director, WOSU; T. C. Holy, Director, Bureau of of Educational Research, Ohio State University; Irwin A. Johnson, Director of Developmental Programs, WBNS; John Moses, Production Manager, WHKC; H. W. Nisonger, Chairman, University Radio Education Committee; I. Keith Tyler, Director of the Institute.

FUNCTIONS

This annual national conference was established in 1930 at the Ohio State University to provide for joint discussion, by broadcasters, educators and civic leaders, of the problems of educational broadcasting. The program is devoted chiefly to consideration of the policies and techniques of radio and is developed from the suggestions and recommendations of those attending the Institute in previous year. No resolutions are passed. The Institute also sponsors the American Exhibition and Citations of Educational Radio Programs which gives awards and honorable mentions to outstanding program series.

•

Institute of Radio Engineers, Inc.

330 West 42nd St., New York 18, N. Y.
MEdallion 3-5661

OFFICERS

President ..... W. L. Everitt
Vice-President ..... H. J. Vander Bill
Treasurer ..... R. A. Heising
Secretary ..... Haraden Pratt

FUNCTIONS

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceeding of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

Intercollegiate Broadcasting System, Inc.

507 Fifth Ave., New York, N. Y.
VAnderbilt 6-6075

OFFICERS

President ..... George Abraham
Program Manager ..... Harriette Slote
Business Manager ..... Louis M. Bloch

BRANCH OFFICE

706 Sanders Ave., Schenectady 2, N. Y.
Technical Manager ..... David W. Borst

FUNCTIONS

Intercollegiate Broadcasting system is a non-profit association of college campus radio stations and has as its purpose the furtherance of education, entertainment and goodwill among its members. The IBS maintains for the benefit of its members program, business and technical departments. Member stations include the following: University of Alabama, Antioch College, Brown University, Barnard College, College of Albert I. Leopoldville, Belgium Congo, Columbia University, University of Connecticut, Cornell University, Georgetown University, Hamilton College, Harvard University, Haverford College, Knox College, University of Maryland, Ohio University, Ohio State University, Pembroke College, Princeton University, Rhode Island State College, St. Edwards University, Swarthmore College, Union College, Wellesley College, Wesleyan University, Williams College, and Yale University.

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Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington, D. C.

OFFICERS

Chairman ..... Comdr. P. D. Miles
Vice-Chairman ..... Capt. E. M. Webster
Secretary ..... M. H. Woodward
Assistant Secretary ..... L. R. Brady

MEMBERS

Department of Agriculture ..... E. W. Loveridge
Department of Commerce ..... Dr. J. H. Dellinger
Federal Communications Commission ..... E. K. Jett
Department of Interior ..... S. L. Windes
Department of Justice ..... E. P. Coffey
Maritime Commission ..... D. S. Brierly
Department of Navy ..... Comdr. Paul D. Miles
Post Office Department ..... Roy M. Martin
Department of State ..... H. B. Otterman
Department of Treasury ..... Capt. E. M. Webster
Department of War ..... Lt. Col. A. G. Simson

ALTERNATE MEMBERS

Department of Agriculture ..... E. C. Wagner
Department of Commerce ..... L. H. Simson
Federal Communications Commission ..... M. H. Woodward
Department of Interior ..... Howard F. Carl
Department of Justice ..... H. J. Walls
Navy Department ..... Lt. W. R. Foley
Department of State ..... Helen G. Kelly
Department of Treasury ..... Lt. Comdr. A. L. Budlong
Department of War ..... Lt. Col. William E. Plummer

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is confidential.

•

International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington 5, D. C.
District 3764

OFFICERS

International President ..... Ed J. Brown
International Secretary ..... G. M. Bugniazet
International Rep. for Radio Broadcasting, W. L. Reed

FUNCTIONS

The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over technicians, and engineers in radio broadcasting. IBEW unions of radio broadcast technicians and engineers have been established throughout the United States, and approximately 400 standard commercial broadcast stations have collective bargaining agreements with IBEW.

•

The Lambs

130 W. 44th St., New York 18, N. Y.
BRyant 9-8020

OFFICERS

Shepherd ..... John Golden
Boy ..... Raymond Peck
Corresponding Secretary ..... Bobby Clark
Recording Secretary ..... Jack Whiting
Treasurer ..... James E. Meighan
Librarian ..... John S. (Ole) Olson

DIRECTORS

Kenneth Webb, Earl Benham, John McManus, Percy Moore, William P. Adams, Walter N. Greaza, Richard Taber, Otto Harbach, Elliott Nugent, Joseph S Buhler, Ward Wilsen, Emil Friedlander, Bruce Evans, Arthur Maitland, William J. Kelly.

LIFE DIRECTORS: R. H. Burnside, A. O. Brown, William Gaxton, Fred Waring.

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Market Research Council

New York 17, N. Y.
c/o BBDD, 383 Madison Ave.
ELdorado 5-5800 (ask for R. N. King)

OFFICERS

President ..... Ray Robinson
Vice-President ..... Edw. Battery, Jr.
Secretary-Treasurer ..... Robert N. King

EXECUTIVE COMMITTEE

Ray Robinson, Edw. Battery, Jr., Robert N. King, D. B. Lucas, A. W. Lehman.

FUNCTIONS

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

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Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board ..... Walter G. Douglas
President ..... Lester Santly
Vice-President ..... Jack Mills
Secretary ..... J. J. Bregman
Treasurer ..... Richard F. Murray
Agent and Trustee ..... Harry Fox

•

National Association of Broadcasters

1760 "N" Street, N.W., Washington 6, D. C.
National 2080

OFFICERS

President ..... J Harold Ryan
Secretary-Treasurer ..... C. E. Arney, Jr.

ADMINISTRATIVE STAFF

Director of War Activities ..... Robert T. Bartley
Director of Broadcast Advertising ..... Lewis H. Avery
Director of Public Relations ..... Willard D. Egolf
Director of Engineering ..... Howard S. Frazier
Director of Research ..... Paul F. Peter
Director of Circulation and Promotion Arthur C. Stringer

General Counsel for Labor Relations John Morgan Davis
Assistant Director of Broadcast Adv...Helen Cornelius
Assistant Director of Research.....Helen H. Schaefer

BOARD OF DIRECTORS

Chairman, J. Harold Ryan, NAB, Washington, D. C.
District
1—Paul Morency, WTIC, Hartford, Conn.
2—Kolin Hager, WGY, Schenectady, N. Y.
3—Roy F. Thompson, WFBG, Altoona, Pa.
4—Campbell Arnoux, WTAR, Norfolk, Va.
5—John C. Bell, WBRC, Birmingham, Ala.
6—Hoyt B. Wooten, WREC, Memphis, Tenn.
7—Nathan Lord, WAVE, Louisville, Ky.
8—John E. Fetzer, WKZO, Kalamazoo, Mich.
9—Leslie C. Johnson, WHBF, Rock Island, Ill.
10—John J. Gillin, Jr., WOW, Omaha, Nebr.
11—E. L. Hayek, KATE, Albert Lea, Minn.
12—William B. Way, KVOO, Tulsa, Okla.
13—Hugh A. L. Halff, WOAI, San Antonio, Texas
14—Hugh B. Terry, KLZ, Denver, Colo.
15—Arthur Westlund, KRE, Berkeley, Calif.
16—William B. Ryan, KFI, Los Angeles, Calif.
17—Harry R. Spence, KXRO, Aberdeen, Wash.

FUNCTIONS

The object of this Association shall be to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and the radio industry.

•

National Assn. of Performing Artists

630 Fifth Ave., New York, N. Y.
Circle 7-8194

OFFICERS

Honorary President.....Josef Hofmann
President.....James J. Walker
Vice-President .....Fred Waring
Vice-President.....Meyer Davis
Vice-President.....Paul Whiteman
Vice-President .....Al Jolson
Treasurer .....Don Voorhees
General Counsel.....Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efrem Zimbalist.

FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

•

Nat'l Assn. Educational Broadcasters

Exec. Secy., Radio Station WILL, Univ. of Illinois, Urbana, Illinois
URbana 7-2616.

OFFICERS

President, Acting.....Allen Miller
(KOAC, Corvallis, Ore.)
Treasurer .....W. I. Griffith
(WOI, Ames, Iowa)
Executive Secretary .....Frank Schooley
(WILL, Urbana, Illinois)

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

President.....R. P. Clayberger
Vice-President .....Phillips Wyman
Secretary.....Warren C. Agry
Treasurer.....John L. Anderson
General Manager.....Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

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National Independent Broadcasters (NIB)

President's Office: 501 Madison Ave., New York, N. Y.
Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.
Phone, Republic 3607

OFFICERS

President.....Harold A. Lafount
General Counsel.....Andrew W. Bennett

FUNCTIONS

This association was organized and is operated by independently owned and operated stations, as distinguished from national networks and stations owned or managed by national networks, to meet the need of special representation for such independently owned stations in handling the problems and activities peculiar to them as a group. All broadcast stations are eligible for membership except stations owned or managed by national networks.

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National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
Superior 8140

OFFICERS

President.....James R. Kearney, Jr.
James R. Kearney Corp., 4236 Clayton Ave., St. Louis 10, Mo.
Vice-President.....Arnold Andrews
Andrews Co., 1324 W. Wisconsin Ave., Milwaukee 3, Wis.
Vice-President.....E. V. Creagh
American Chain & Cable Co. Bridgeport 2, Conn.
Vice-President.....A. P. Darcel
Crane Limited, 1170 Beaver Hall Square, Montreal, Que., Canada
Vice-President.....C. N. Kirchner
Independent Pneumatic Tool Co., 600 W. Jackson Blvd., Chicago 6, Ill.
Vice-President.....J. M. McKibbin
Westinghouse Elec. & Mfg. Co. 511 Wood St., Pittsburgh 30, Pa.
Vice-President.....Louis J. Ott
Ohio Brass Co., 360 N. Main St., Mansfield, Ohio
Vice-President.....H. A. Sawin
Yuba Mfg. Co., 351 California St., San Francisco 4, Calif.
Vice-President.....Gordon Tuthill
Crucible Steel Co. of America, 405 Lexington Ave., New York 17, N. Y.
Secretary-Treasurer.....Walter M. Yogesrt
Bodine Electric Co., 2254 W. Ohio St., Chicago 12, Ill.
Past President.....Frederic I. Lackens
Hays Corporation, Michigan City, Ind.

DIRECTORS

Baltimore, H. C. Schuckle, Emery Advertising Co., Inc., Baltimore Lite Bldg.; M. J. Donahue, Anchor Post Fence Co., 6500 Eastern Ave.; Boston, Ross M. Cunningham, Massachusetts Institute of Technology, Cambridge; George A. Sawin, Jr., Westinghouse Elec. & Mfg. Co., 10 High St.; Buffalo, Howard M. Robins, J. H. Williams & Co., 400 Vulcan St.; Herbert F. Barrett, Buffalo Meter Co., 2917 Main St.; Chicago, William A. Marsteller, Edward Valve & Mfg. Co., Inc., East Chicago, Ind.; Fred G. Jones, The Creamery Package Mfg. Co., 1243 W. Washington St.; Cincinnati, Walter H. Spindler, Armco Drainage Products Association, Middletown, O.; W. D. Shannon, Allis Chalmers Mfg. Co., Norwood, Ohio; Cleveland, Ernest C. Roberts, Clark Controller Co., 1146 E. 152nd St.; Wilmer H. Cordes, American Steel & Wire Co., Rockefeller Bldg.; Columbus, W. T. Burgess, Denson Engineering Co., 1160 Dublin Road; L. H. McReynolds, Jeffrey Manufacturing Co., East First Ave.; Detroit, E. R. Dunn, Bull Dog Electric Products Co.; 7610 Joseph Campau Ave., John A. Marshall, Wolverine Tube Co., 1411 Central Ave.; Houston, Harry O. Heller, Reed Roller Bit Co.; W. H. Tipton, Jr., Franke, Wilkinson-Schiwetz, Inc., Cotton Exchange Bldg.; Indianapolis, Howard C. Caldwell, Caldwell-Baker Co., 1204 Merchants Bank Bldg.; Harold A. Quinlan, Spencer W. Curtiss, Inc., 901 Circle Towev; Los Angeles, Richard F. O'Mara, Western Precipitation Corp., 1016 W. Ninth St.; M. L. Gowans, Darwin H. Clark, 541 S. Spring St.; Milwaukee, Francis M. Higgins, Four Wheel Drive Auto Co., 12th St.; Clintonville, Wis., E. J. Goes, The Koehring Co., 3026 W. Concordia Ave.; Minnesota, Alfred Colle, Alfred Colle Co., 510 New York Life Bldg.; Minneapolis, S. A. Osborn, Economics Laboratory, Inc., 914 Guardian Bldg., St. Paul; Montreal, Gordon L. Hale, Canadian Tube & Steel Products, Ltd., 5765 Hamilton St.; A. R. McGill, Cookfield, Brown & Co., Ltd., Canada Cement Bldg.; New Jersey, C. E. Gischel, Walter Kidde & Co., Inc., 140 Cedar St.; New York, N. Y., Edward & Pechin, E. I. du Pont de Nemours & Co, Inc., Arlington, N. J.; New York, Alfred M. Street, Jenkins Bros., 80 White St.; Bernard Dolan, Peter A. Frasse & Co., 17 Grand St.; Philadelphia, A. O. Witt, Schramm, Inc., West Chester, Pa.; James S. McCullough, Yale & Towne Mfg. Co., 4530 Tacony St.; Pittsburgh, J. A. Burgess, Gulf Oil Corp., Gulf Bldg.; Charles W. Kalbfus, The Elliott Co., Jeannette, Pa.; Rochester, A. G. Moore, General Railway Signal Co., 801 West Ave.; Herbert R. Hanson, The Pfaudler Co., 89 East Ave.; Rockford, W. C. Galloway, Barber-Colman Co., 215 S. Loomis St.; Roscoe C. Brightup, Greenlee Bros. & Co., 2136 Twelfth Street; St. Louis, T. W. Broesel, White-Rodgers Electric Co., 1209 Cass Ave.; Oakleigh R. French, N. French & Associates, 4235 Lindell Blvd.; San Francisco, H. S. Schuler, Westinghouse Elec. & Mfg. Co.; Montgomery St.; W. H. Wilde, The McCarty Co., 116 New Montgomery St.; Toledo, H. M. Wertz, Toledo Steel Products Co., 724 Monroe St.; Sam K. Beetham, Owens Illinois Glass Co., Ohio Bldg.; Toronto, T. H. Dowsett, Trane Company of Canada, Ltd., 4 Mowat, Ave., H. A. Standing, Gypsum, Lime and Alabastine, Canada, Ltd., 50 Maitland St.; Western New England, Fred Emerson, Spartan Saw Works, Inc., 152 Fisk Ave., Springfield, Mass., T. V. Husk, Farrel-Birmingham Co., Inc., 25 Main St., Ansonia, Conn.; York, Frank W. Pensinger, York Corp., Roosevelt Ave., York, Pa.; A. M. Wearstler, Wearstler Advertising, Inc., 20 W. Front St.; At-Large, Howard Kenyon, LaPlant Choate Mfg. Co., Inc., Cedar Rapids, Iowa, Dar Johnson, Hyster Company, 2902 N. E. Clackamas St., Portland, Ore.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

•

National Variety Artists, Inc.

223-5 W. 46th St., New York, N. Y.
COlumbus 5-2638

OFFICERS

President ..... Louis Handin
First Vice-President ..... Jack Boyle
Second Vice-President ..... Juliet Heath
Treasurer ..... Frank O'Connell
Recording Secretary ..... Rosa Crouch

DIRECTORS

Charles Preston, Leon E. Bendon, Vic Christie, Bert Spencer, Joe Woods, Wilbur Held, Jim Mooney, John K. Hawley, Joe Verdi, Harry Jackson.

BOARD OF TRUSTEES

Phil Kelly, Bob Robbins, George Matthews, Hans Robert, Lillam Weed, Henry Lewinsohn.

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession. Open house for Boys in Service.

•

Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.
Phone: 432

OFFICERS

President ..... Paul R. Fry
(KBON, Omaha)
Vice-President ..... Lumir Urban
(KORN, Fremont)
Secretary-Treasurer ..... Art Thomas
(WJAG, Norfolk)

DIRECTORS

Hugh Feltis, KFAB, Lincoln; Wick Heath, KMMJ, Grand Island; John J. Gillin, Jr., WOW, Omaha.

MEMBER STATIONS

KBON, Omaha; KFAB, Lincoln; KFOR, Lincoln; KGFW, Kearney; KOKY, Scottsbluff; KODY, North Platte; KHAS, Hastings; KMMJ, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

•

Northern California Broadcasters Association

c/o C. L. McCarthy, Secretary
KQW San Francisco Studios
140 Jessie St., San Francisco, Calif.

OFFICERS

President ..... Arthur Westlund
(KRE, Berkeley)
Secretary-Treasurer ..... C. L. McCarthy
(KQW, San Jose)

FUNCTIONS

The Northern California Broadcasters Assn. is an informal organization established to discuss and work out problems common to the broadcasting stations in the territory.

•

Ohio Association of Broadcasters

22 E. Gay St., Columbus, Ohio
Phone, Adams 1101

OFFICERS

President ..... Robert T. Mas
(WMRN, Columbus)
Vice-President ..... Arch Shaud
(WTOL, Toledo)
Secretary-Treasurer ..... Carl M. Everson
(WHKC, Columbus)

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio.

•

Pacific Advertising Association

Charles W. Collier, Managing Director
337 Monadnock Building
San Francisco, Calif.
GArfield 6868

OFFICERS AND DIRECTORS

President—George Weber, Partner, Mac Wilkins, Cole & Weber, Seattle, Wash.

Senior Vice-President—Charles A. Storke, Assistant Publisher, News-Press, Santa Barbara, Calif.

Secretary-Treasurer—Vernon Churchill, Assistant to the Publisher, The Oregon Journal, Portland, Ore.

Vice-President at Large—Mrs. Edith W. Irwin, Secretary, Fresno Irrigation District, Fresno, Calif.

Vice-President, District No. 1—Joseph Cornelius, Assistant Cashier, The First National Bank in Spokane, Spokane, Wash.

Vice-President, District No. 2—Gilbert L. Stanton, Director of Advertising and Public Relations, Idaha Power Co., Boise, Idaho.

Vice-President, District No. 3—H. Quinton Cox, Assistant Manager, Radio Station KGW, Portland, Ore.

Vice-President, District No. 4—Robert S. Hunter, President, Hunter Advertising Co., Oakland, Calif.

Vice-President, District No. 5—Norwood Hoyt Fawcett, Transit Advertising Co., San Diego, Calif.

Past President—Maurice W. Heaton, Vice-President, Williams, Lawrence & Cresmer, Los Angeles, Calif.

Chairman, Finance Committee—Howard Willoughby, Vice-President and General Manager, Lane Publishing Co., San Francisco, Calif.

Chairman, Club Service Committee—Miss Benet Hanau, Secretary, Advertising Counselors, Inc., Phoenix, Ariz.

Chairman, Advancement of Business Committee—Don Belding, Chairman of the Board, Foote, Cone & Belding, Los Angeles, Calif.

Chairman, Pacific Coast Advertising Commission—George W. Kleiser, President, Foster & Kleiser Co., San Francisco, Calif.

Chairman, Senior Advisory Committee, Junior Division—Mrs. Claire Drew Forbes, Advertising Manager, Rhodes Department Store, Seattle, Wash.

Chairman, War Activities Committee—Robbins Milbank, McCann-Erickson, Inc., San Francisco, Calif.

FUNCTIONS

The Pacific Advertising Association, now in its 42nd year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 2,800 members, has energetically pursued this purpose in all of its many divisions of work; in the Advertising Clubs, in annual conferences, and in its aggressive Advancement of Business Program.

•

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President.....Clair R. McCollough
(WGAL, Lancaster)
Secretary.....C. G. Moss
(WKBO, Harrisburg)
Treasurer.....Dr. Leon Levy
(WCAU, Philadelphia)

DIRECTOR

Ray Thompson, WFBG, Altoona.

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

•

Professional Music Men, Inc.

1270 Sixth Ave., New York, N. Y.
COlumbus 5-7362

OFFICERS

President.....Rocco Vocco
First Vice-President.....Joseph Santly
Second Vice-President.....Charles Warren
Third Vice-President.....Phil Kornheiser
Treasurer.....Irving Tanz
Financial Secretary.....Michael L. Schloss
Recording Secretary.....Louis E. Schwartz
Sergeant-at-Arms.....David Kent
Executive Director.....Bob Miller

BRANCH OFFICES

19 S. La Salle St., Chicago, Ill.
Regional Director.....Morton Schaefer
1549 N. Vine Street, Hollywood, Calif.
Regional Director.....Nat Winecoff
36 East Fifth Street, Cincinnati, Ohio
Regional Director.....Danny Engel
433 Little Building, Boston, Mass.

FUNCTIONS

Charitable and Benevolent Organization.

•

The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.
LOngacre 5-6622

OFFICERS

President.....F. A. Kirgenschmitt
Vice-President.....O. James Morelock
Treasurer.....J. J. Stantley
Corresponding Secretary.....M. B. Sleeper
Recording Secretary.....J. H. Bose

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

DIRECTORS

Ernest V. Amy, E. H. Armstrong, G. E. Burghard, J. L. Callahan, L. C F. Horle, H. W. Houck, Frank King, R. R. Batcher, C. E. Dean, A. Hazeltine, F. A. Lidbury, J. Weave, Paul Ware.

•

Radio Council—WBEZ (FM)

Chicago Public Schools
228 N. La Salle St., Chicago, Ill.
Dearborn 7801

PERSONNEL

Director (on military leave).....Lt. Col. H. W. Kent
Acting Director.....George E. Jennings
Program Director.....Elizabeth E. Marshall
Production Head.....Robert R. Miller
Engineer.....E. H. Andresen

EXECUTIVE COMMITTEE

SCHOOL BROADCAST CONFERENCE

Dean Douglass, RCA, Chicago; Robert Hansen, WIND, Chicago; David Heffernan, Assistant Superintendent, Cook County Schools, Chicago; George Jennings, Director, School Broadcast Conference, Chicago; Lt. Col. Harold W. Kent, Honorary Chairman, SBC Executive Committee: Elizabeth E. Marshall, Program Director, Radio Council WBEZ, Chicago: William Newton, BBC, Chicago; Myrtle Stahl, WGN-MBS, Chicago; E. Jerry Walker, WLS, Chicago; Judith Waller, NBC, Chicago; Florence Warner, CBS, Chicago; Al Hattis, WJJD, Chicago.

FUNCTIONS

The Radio Council of the Chicago Public Schools operate a non-commercial FM station and is a producing group primarily interested in presenting in-school broadcasts for classroom use. The Council also produces many out-of-school programs over standard Chicago stations. Conducts the annual

School Broadcast Conference (9th Annual Meeting—1945) which is interested in promoting better use of radio in the schools and publishes literature in this connection, as wall as public service programs for community organizations; adult education and "educational" programs in general.

•

Radio Directors Guild

The Gladstone
114 E. 52nd St., New York, N. Y.
PLaza 3-4300

OFFICERS

New York Chapter

President.....Jerry Devine
Vice-President and Chairman of Membership Committee.....William N. Robson
Treasurer.....Harry Ackerman
Secretary.....William M. Sweets
Executive Secretary.....Helen Farrel Mount

Hollywood Chapter

President.....Don Bernard
Vice-President.....Paul Franklin
Secretary.....Thomas Freebairn-Smith
Treasurer.....John Guedel
Chairman Membership Committee.....Tony Stanford

BRANCH OFFICE

1537 N. Vine St., Hollywood, Calif.
HIlliside 2183
Don Bernard, President, Hollywood Chapter

MEMBERS

New York Chapter: Harry Ackerman, Wendell Adams, Wylie Adams, Addison Amor, Martin Andrews, Corp. Ira Ashley, Ira Avery, Oliver Barbour, Lt. Howard G. Barnes, John Becker, Joseph Bell, Gertrude Berg, Lawrence Berns, Frederick Bethel, Fritz Blocki, Roger Bower, Marguerite H. Bowman, William Brennan, Stuart Buchanan, John Buckwalter, Maj. Edward A. Byron, Ralph Starr Butler, Jr., Edmund L. Cashman, Dick Charles, Jay Clark, John Cleary, Phil Cohan, Lee Cooley, Capt. Ted Corday, Norman Corwin, Walter Craig, George Creamer, Joseph M. Daly, Carlo De Angelo, Guy della-Cioppa, Jeerry Devine, Norman Dicken, John Dietz, Edwin Duerr, Edwin L. Dunham, Paul Dumont, Carl Eastman, DeVere Engelbach, Garner Garrison, William Gernannt, Mark Goodson, Mitchell Grayson, Axel Gruenberg, Arthur Hanna, Jay Hanna, James Haupt, Tom Hicks, Jack H ll, Harry Holcombe, Garrett Hollihan, Jr., Lt. Clinton Johnson, Jack Johnstone, Ray H. Kremer, C. Bennett Larson, Anton M. Leader, Alexander Leftwick, Jr., Winifred Lenihan Richard Leonard, Lt. (jg) David Levy, Roy Lockwood, Marx Loeb, Pvt. Joseph Losey, Basil Loughrane, John W. Loveton.

John Henry Macdonell, Lindsay MacHarrie, Kenneth W. MacGregor, Sherman A. MacGregor, Nila Mack, Martin Magner, Joseph Mansfield, William Marshall, Paul Martin, Harold McGee, Earle L. McGill, Walter John McGraw, II, Wesley McKee, Kathleen McMahon, Arnold Michaelis, John Dietrich Mitchell, Brester Morgan, Herbert M. Moss, Oliver Nicoll, Robert Nolan, Lester O'Keefe, Eldridge Packham, Frank Papp, Edward Pola, Herbert S. Polesie, William S. Rainey, Capt. Irving K. Reis, Ernest Ricca, Herbert C. Rice, Thomas L. Riley, William N. Robson, Jack Roche, William P. Rousseau, Jack Rubin, Herbert C. Sanford, Richard Sanville, Victor Seydel, Robert L. Shayon, James Sheldon, Robert S. Steel, Paul Stewart, William M. Sweets, Frank K. Telford, William S. Todma, Day Tuttle, Willison M. Tuttle, Lester Vail, Thomas F. Vietor, Jr., Chick Vincent, Charles Warburton, Pvt. Albert Ward, Kenneth Webb, John Wellington, Pvt. Robert Welch, Orson Welles, George Wiest, Theodora Yates, Lt. George J. Zachary.

Cyril E. Armbrister, Ross Filion, John Wilson, Don Martin, Tom Bennett, William S. Doughten, Don Gillis, Paul Knight, George Maynard, Ace Ochs, Alton Alexander, Robert E. Smith, Oliver Daniel, Wesley B. Goodman, Keith P. Brown, Gene Dawley, Henry W. Dick, James H. Fassett, Walter Gorman, Robert P. Heller, Deric R. Leighton, Lou Chapin, Charles T. Harrell, Ted Huston, John S. Rugge, Robert Stevens, Walter Scanlan, James Whipple.

Hollywood Chapter: Carleton Alsop, Don Bernard, Ted Bliss, Murray Bolen, Don Clark, Myron Dutton, Earl Ebi, Paul Franklin, Thomas Freebairn-Smith, Martin Gosch, John Guedel, Robert Hafter, Tony Hardt, Gordon Hughes, Russ Johnston, Cal Kuhl, Bill Lawrence, Dick Mack, Arnold Marquis, Tom McAvity, Fred McKaye, Keith McLeod, Carleton Morse, Arch Oboler, Sam Pierce, Al Rinker, Bill Spier, Tony Stanford, Glenhall Taylor, Dave Titus, J. Donald Wilson, Bruce Kamman.

FUNCTIONS

A voluntary association to advance, foster, promote and benefit the interests of directors of radio programs and to protect secure their rights in their professional activities.

•

Radio Executives Club of New York

630 Fifth Ave., New York 20, N. Y.
Circle 6-1750

OFFICERS

President.....Warren Jennings
Vice-President.....Linnea Nelson
Secretary.....Claude Barrere
Treasurer.....Helen A. Thomas

FUNCTIONS

The major functions of the Radio Executives Club are: (1) to promote and encourage the use of radio broadcasting as an advertising medium; (2) to create a lasting fraternity of persons engaged in the business of radio; (3) to promote a better understanding of radio broadcasting and its attending problems; (4) to maintain a central bureau of employment for members of the club; (5) to provide a common meeting place for all persons engaged in the business of radio. Meetings are held twice monthly from October to May and membership is open to anyone engaged in the business of radio, subject to approval of the membership committee.

•

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.
National 4901

OFFICERS

President.....R. C. Cosgrove
(Crosley Corp.)
Executive Vice-President-General Manager
Bond Geddes
Vice-President.....E. A. Nichols
(Farnsworth T. & R. Corp.)
Vice-President.....David T. Schultz
(Raytheon Mfg. Co.)
Vice-President.....Walter Evans
(Westinghouse Elec. & Mfg. Co.)
Vice-President.....W. P. Hilliard
(Bendix Radio)
Vice-President.....J. T. White
(Jensen Radio Mfg. Co.)
Vice-President.....Robert C. Sprague
(Sprague Elec. Co.)
Treasurer.....Leslie Muter
(The Muter Co.)
General Counsel.....John W. Van Allen
(Buffalo, N. Y.)
Director of Publications.....James W. Douthart

DIRECTORS

Term Expiring 1945

Ben Abrams, Emerson Radio & Phonograph Corp; M. F. Balcom, Sylvania Electric Products, Inc.; R. C. Cosgrove, The Crosley Corporation; L. L. Kelsey, Stewart-Warner Corporation; J. J. Nance, Zenith Radio Corporation; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.; Monte Cohen, The F. W. Sickles Co.; W. P. Hilliard, Bendix Radio; G. Richard Fryling, Erie Resistor Corp.; J. J. Kahn, Standard Transformer Corp.; George Lewis, Federal T. & R. Corp.

Term Expiring 1946

John Ballantyne, Philco Corp.; P. S. Billings, Belmont Radio Corp.; Paul V. Galvin, Galvin Mfg. Corp.;

E. A. Nichols, Farnsworth Television & Radio Corp.; David T. Schultz, Raytheon Mfg. Corp.; F. C. Best, Chicago Telephone Supply Co.; A. Blumenkrantz, General Instrument Corp.; S. I. Cole, Aerovox Corp.; Walter Evans, Westinghouse Elec. & Mfg. Co.; Frank M. Folsom, RCA Victor Division of RCA; F. R. Lack, Western Electric Company, Inc.

FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

•

Radio Manufacturers Assn. of Canada

159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS

President.....R. M. Brophy
Vice-President..... S. L. Capell
Executive Secretary..... W. W. Richardson
Chairman of Parts Division.....R. Randall
Chairman of Engineering Committee.....A. B. Oxley
Chairman of Service Committee.....W. A. White

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

•

Radio Script & Transcription Exchange, Federal Radio Education Committee

U. S. Office of Education, Washington, D. C.
Republic 1820, Extension 2225

OFFICERS

Acting Director.....C. F. Klinefelter
Assistant Director.....Gertrude G. Broderick
Radio Education Speciality.....R. R. Lowdermilk

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

•

Radio Technical Planning Board

OFFICERS

Chairman.....Dr. Walter R. G. Baker
Vice-chairman.....Dr. Alfred N. Goldsmith
Treasurer.....Bond Geddes
Coordinator.....L. C. F. Horle
Secretary.....W. B. Cowilich
Asst. Secretary.....Mrs. Martha Kinzie

Spectrum Utilization: A. N. Goldsmith, chairman; R. H. Manson, vice-chairman.

Frequency Allocation: C. B. Jolliffe, chairman; F. M. Ryan, vice-chairman.

H. F. Generation: R. M. Wise, chairman; H. F. Argento, vice-chairman.

Standard Broadcasting: Howard Frazier, chairman; Burgess Dempster, vice-chairman.

V. H. F. Broadcasting: G. E. Gustafson, chairman; C. M. Jansky, vice-chairman.

Television: D. B. Smith, chairman; I. J. Kaar, vice-chairman.

Facsimile: J. V. L. Hogan, chairman; C. J. Young, vice-chairman.

Radio Communication: Haraden Pratt, chairman; H. H. Beverage, vice-chairman.

Relay Systems: E. W. Engstrom, chairman; Ralph Bown, vice-chairman.

Radio Range, Direction & Recognition: E. M. Delorraine, chairman; W. L. Webb, vice-chairman.

Aeronautical Radio: D. W. Rentzel, chairman; D. K. Martin, vice-chairman.

Ind., Scientific & Medical Equipment: C. V. Aggers, chairman; H. B. Marvin, vice-chairman.

Police, Emergency Services: D. E. Noble, chairman; Frank Walker, vice-chairman.

FUNCTIONS

The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

•

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.
MUrray Hill 5-6930

OFFICERS

National President.....Peter Lyon
Vice-Presidents: Easton Region.....Robert Newman
Middle Western Region.....Pauline Hopkins
Western Region .....Sam Moore

Offices:

New York City: 6 East 39th Street.
Hollywood: 1655 North Cherokee.
Chicago: Room 1116, 360 N. Michigan.

NATIONAL COUNCIL

Eastern Region: Norman Corwin, Goodman Ace, Clifford Goldsmith, Kenneth Webb, Ruth A. Knight, Sylvia Berger, Julian Funt, Robert H. Lochner, Nora Stirling, Lynn Stone; Mid-Western Region: Ruth Walliser, David Peltz, Buelah Karney, Bernard Howard, Richard Durham, Bessie Jaffey, Louis Scofield, Ann Hunter, Sidney Gerson, Ruth Moenck; Western Region: John Dunkel, Kathleen Hite, Arch Oboler, Arnold Marquis, Milton Merlin, Jack Robinson, Ashmead Scott, Abe Burrows, Harmon Alexander, Paul Franklin. Council Alternates—Eastern Region: Pegeen Fitzgerald, Carl Bixby, Max Ehrlich, Wade Arnold, Harry Hermann, Edmund Birnbryer, Robert T. Colwell, Theodore E. Ferro, Ira Marion, David Hall; Western Region: Maurice Zimm, John Boylan, Robert L. Richards, Stewart Sterling, Rupert Pray.

•

Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver 2, Colo.
KEystone 5306

OFFICERS

President.....C. B. Hershey
Secretary.....James G. Allen
Treasurer..... A. Helen Anderson

EXECUTIVE COMMITTEE

W. D. Armentrout, Harry M. Crain, Roy M. Green, J. L. Morrill.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation of 30 organizations formed to give professional aid to educational organization in planning, preparing and producing their radio broadcasts. In 1944, it produced 361 programs for 16 organizations, which were re-broadcast 1,536 times from 19 commercial radio stations in the Rocky Mountain region. Recording studio facilities available for commercial work.

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365.

OFFICERS

President ..... Paul Heinecke
Treasurer ..... R. C. Heinecke

FUNCTIONS

Licensing use of copyrighted music.

•

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.
LOngacre 5-9124

OFFICERS

President ..... Sholom Secunda
Vice-President ..... Rev. Pinchus Jassinowsky
Treasurer ..... Alexander Olshanetsky
Secretary ..... Henry Lefkowitch
General Manager ..... Salom J. Perlmutter
Counsel ..... A. Edward Masters

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

•

Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.
PEnnsylvania 6-0620

OFFICERS (As of Jan 1, 1945)

President ..... D. E. Hyndman
Past President ..... Herbert Griffin
Executive Vice-President ..... Loren L. Ryder
Engineering Vice-President ..... J. A. Maver
Editorial Vice-President ..... A. C. Downes
Financial Vice-President ..... A. S. Dickinson
Convention Vice-President ..... W. C. Kunzmann
Secretary ..... E. I. Williford
Treasurer ..... M. R. Boyer
Executive Secretary ..... Harry Smith, Jr.

GOVERNORS

C. R. Keith, C. W. Handley, W. V. Wolfe, E. Sponable, H. W. Moyse, F. E. Carlson, E. M. Honan, J. I. Crabtree, P. Mole, C. R. Daily.

FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

•

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.
COlumbus 5-3758

OFFICERS

President ..... Sigmund Romberg
Vice-President ..... Charles Tobias
Second Vice-President ..... Milton Drake
Secretary ..... Sam H. Stept
Treasurer ..... Abel Baer
Counsel ..... John Schulman
Executive Secretary ..... Sayre Marder

FUNCTIONS

Song Writers' Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful practices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

•

Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.
Michigan 8654

OFFICERS

President ..... Lawrence W. McDowell (KFOX, Long Beach)
Secretary-Treasurer ..... Harry Maizlish (KFWB, Los Angeles)

FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 30 southern California stations and 4 networks, represented in each case by its manager or senior executive. Meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies, civic activities, etc.

•

Sports Broadcasters Association (New York Chapter)

c/o Tom Slater, 1440 Broadway, New York, N. Y.
PEnnsylvania 6-8600

OFFICERS

President ..... Stan Lomax
Vice-President ..... Bill Stern
Vice-President ..... Sam Taub
Treasurer ..... Jimmy Dolan
Secretary ..... Tom Slater

FUNCTIONS

It is the object of the Sports Broadcasters Association to promote the standard of the profession of sports broadcasting among its members and to disseminate sports information to its members through a regular weekly luncheon. Membership is restricted to any male person who is actively engaged in the profession of sports broadcasting whether as an announcer, commentator or writer.

•

Television Associates, Inc.

190 N. State St., Chicago, Ill.

OFFICERS

President ..... Charles Collette
Vice-President ..... Chester C. Woolridge
Secretary-Treasurer ..... E. C. Upton

FUNCTIONS

Television Associates, Inc., was formed for the purpose of being a service organization to the television industry. Television apparatus developed from the Bill Eddy patents will be put on the market from time to time.

•

Television Broadcasters' Assn., Inc.

500 Fifth Ave., New York, N. Y.
LAckawanna 4-4788

OFFICERS

President ..... Jack R. Poppele
Vice-President ..... F. J. Bingley
Secretary-Treasurer ..... Will Baltin
Assistant Secretary-Treasury ..... O. B. Hanson

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C Anthony; Jack R. Poppele, WOR, New York.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are "to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment of adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association."

•

Television Press Club of New York

c-o Miss Elizabeth Forsling
Radio Editor, Newsweek
152 West 42nd St., New York, N. Y.

BOARD OF GOVERNORS

Chairman, Stanley Kempner, Retailing Home Furnishings; Vice-Chairman, Lewis Winner, Communications; Secretary, Elizabeth Forsling, Newsweek; Treasurer, Clifford E. Denton, Daily News; Committee Chairmen: Publicity, T. R. Kennedy, Jr., New York Times; Membership, Ben Kaufman, Television Magazine. Other Members: M. H. Shapiro, Radio Daily; Bruce Robertson, Broadcasting; Wanda Marvin, Billboard; Patricia Murray, Printer's Ink.

FUNCTIONS

A non-profit, unsponsored organization, this informal group was formed in 1944. Membership is limited to the professional television press—writers covering tele for newspapers, magazines, the trade press, books, films and radio. Purpose is to foster the sound development of television by serving as a focal point for members of the tele press to meet regularly and discuss current trends. Prominent figures in television are invited as guest speakers for the luncheon meetings.

•

Twenty Year Club

167 East 64th St., New York, N. Y.
REgent 4-3344

Founder .....H. V. Kaltenborn

FUNCTIONS

The Twenty Year Club is an Honor Roll of men and women who have been associated with radio broadcasting for 20 years, and whose association antedates 1924. There are no dues, fees, officers, regular meetings, or other obligations. Two year books have been published.

•

United States Department of Interior—Radio & Television Section

Interior Department Radio Studios, Washington, D. C.
Republic 1820

PERSONNEL

Director.....Shannon Allen
Chief Script Writer.....Louis J. Hazam
Chief Engineer.....Herbert F. Dengler

FUNCTIONS

The Radio & Television Section of the Interior Department reports the functions and services of the offices and bureaus of the Department using all forms of radio and transcription production; serves all agencies of the Federal government through its studios and transcription production facilities.

•

War Advertising Council, Inc.

60 West 42nd St., New York, N. Y.
BRyant 9-3641

OFFICERS

Chairman.....Harold B. Thomas
(Sterling Drug, Inc.)
Vice-Chairman.....Paul B. West
(Association of Nat'l Adv.)
Vice-Chairman.....Kerwin H. Fulton
(Outdoor Adv., Inc.)
Vice-Chairman.....William Reydel
(Newell-Emmett Co.)
Secretary-Treasurer.....Frederic R. Gamble
(American Ass'n of Adv. Agencies)
Executive Director.....Theodore S. Repplier
(War Advertising Council, Inc.)

BRANCH OFFICE

1010 Vermont Ave., Washington 5, D. C.
Theodore S. Repplier, Executive Director
Phone: District 9043

To provide a means for marshalling the forces of advertising so that they may be of maximum aid in the successful prosecution of the war.

•

War Food Administration

Office of Distribution
Radio & Market News Section
Washington 25, D. C.
Republic 4142—Extension 6373, 5707

OFFICERS

Chief.....Elwyn J. Rowell
Chief, Radio Unit.....Joe Tonkin

BRANCH OFFICERS

CHICAGO: 5 So. Wabash Ave.; Jim Chapman, Chief, Radio 7/8 Market News.

ATLANTA: Western Union Bldg.: Jim Romine, Chief, Radio & Market News.

NEW YORK: 150 Broadway; Donald C. Lerch, Chief, Radio & Market News.

SAN FRANCISCO: 821 Market St., J. D. Walsh, Regional Chief.

DALLAS: 425 Wilson Bldg.; Harold Bryson, Chief, Radio & Market News.

FUNCTIONS AND ACTIVITIES

This Section is responsible for all radio dissemination through national, regional and local programs of information from the Food Distribution Administration on Food Orders, Nutrition, Conservation, School Lunch, Food Supplies and Price Trends, and Farm Market Reports. It issues "Radio Round-Up On Food" weekly for Women's Program Directors, and in 20 cities issues Wartime Food Bulletins for use over local stations. Also prepares daily or weekly material for U. P., P. A. and I. N. S. radio wires. Writes and co-produces "Consumer Time," weekly broadcast over NBC now in its 12th year.

Washington State Association of Broadcasters

207 East Market St., Aberdeen, Wash.
Aberdeen 4098

OFFICERS

President.....Harry R. Spence
(KXRO, Aberdeen)
Vice-President.....Loren Stone
(KIRO, Seattle, Wash.)
Secretary-Treasurer.....Robert Priebe
(KRSC, Seattle)

FUNCTIONS

The Washington State Association of Broadcasters is an organization formed for the mutual protection, the exchange of commercial ideas and the education of its members in matters pertaining to radio.

•

Western Association of Broadcasters

109 C. P. R. Building
Edmonton, Alberta, Canada
Telephone 22101

OFFICERS

President .....G. R. A. Rice
(CFRN, Edmonton, Alberta)

DIRECTORS

R. H. Elphicke, G. Gaetz, A. A. Murphy.

FUNCTIONS

At the 1944 Convention the constitution of the W. A. B. was changed to eliminate regional directors. Three directors are now elected by ballot, and these three, in addition to the president, constitute the nominees from the Western Association of Broadcasters to the Board of Directors of the Canadian Association of Broadcasters.

•

Writers' War Board

122 East 42nd St., New York, N. Y.
MUrray Hill 3-6800, Ext. 293
Chairman.....Rexf Stout
Executive Secretary.....Fredericca Barach

MEMBERS

Franklin P. Adams, Carl Carmer, Robert T. Colwell, Russel Crouse, Clifton Fadiman, Paul Gallico, Jack Goodman, Samuel Grafton, Alan Green, Oscar Hammerstein, II, Rita Halle Kleeman, Robert J. Landry, Margaret Leech, John P. Marquand, Katharine Seymour, William L. Shirer, Luise Sillcox.

ADVISORY COUNCIL

Louis Adamio, Frederick Lewis Allen, Faith Baldwin, Margaret Culkin Banning, William Rose Benet, Roark Bradford, Louis Bromfield, Van Wyck Brooks, Katharine Brush, Sidney Buchman, Pearl Seidel Canby, Mary Ellen Chase, Marc Connelly, Norman Corwin, Bernard DeVoto, Walter D. Esmonds, Edna Ferber, Dorothy Canfield Fisher, Corey Ford, Rose Franken, Lewis Gunnett, John Gunther, Langston Hughes, Fannie Hurst, Marquis James, Owen Johnson, MacKinlay Kantor, George S. Kaufman, John Kieran, Manuel Komroff, Joseph Wood Krutch, Christopher LaFarge, Howard Lindsay, Edna St. Vincent Millay, Edward R. Murrow, Robert Nathan, Allan Nevins, Clifford Odets, Eugene O'Neill, Donald Culrose Peattie, Fletcher Pratt, Marjorie Kinnan Rawlings, Quentin Reynolds, Elmer Rice, Mary Roberts Rinehart, Kenneth Roberts, Frank Sullivan, Dorothy Thompson, Sophie Kerr Underwood, Carl Van Doran, Mark Van Doran, Hendrik Willam Van Loon, Walter White, William L. White, Margaret Widdemer, Thornton Wilder.

FUNCTIONS

The Writers' War Board is a private organization. It is financed by private contributions. Its chairman and members receive no salary or reimbursement for expenses incurred, from the Government or any other source. However, the Government, through the Office of War Information, maintains a liaison office for the use of the Writers' War Board in its co-operation with various Government departments. An accountant, the author of two books on taxation, has calculated that in this manner these Government departments have secured two tons of manuscripts at two per cent of the market price. Since it is a reasonable assumption that the scripts have been a factor, not negligible, in the struggle for the victory we are sure of and the lasting peace we are determined to get, certainly no writer will begrudge the Government the bargain it picked up.

•

Woman's National Radio Committee

113 West 57th St., New York 19, N. Y.
CIrcle 7-4110

OFFICERS

Chairman.....Mme. Yolanda Mero-Irion
Vice-Chairman.....Mrs. D. Leigh Colvin
Second Vice-Chairman.....Mrs. Marion M. Miller
Secretary.....Miss Helen Havener
Treasurer.....Mrs. M. D. Jackson
Executive Secretary.....Mrs. Rosalie Wolf
Members-At-Large.....Mrs. Sidonie M. Gruenberg, Mrs. Mary F. Larkin, Mrs. Marion M. Miller, Mrs. Emory Ross, Mrs. Jesse M. Bader, Mrs. Bettina Gunczy.

FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features: (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.

•

WSTP (Piedmont Broadcasting Corp.)

Yadkin Hotel, Salisbury, N. C.
Salisbury 2121

OFFICERS

President .....Bryce P. Beard
Vice-President.....J. F. Hurley
(WGNC, Gastonia)
Secretary and Treasurer.....Gene Dorton
(WBT, Charlotte)
Manager.....W. J. Murphy
Comm. Manager.....Katherine F. Murphy
Program Director.....W. C. Mitcham
(WCBT, Roanoke Rapids)

BRANCH OFFICE

Suwanee Bldg., Kanapolis, N. C. Kanapolis 99.
W. C. Mitcham, Asst. Mgr.

FUNCTION

Radio broadcasting.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 1, 1945

Call	*Institution*	*Frequency*	*Power*	*Licensed Hours*
KFJM	University of North Dakota	1440	1 kw—LS; 500 w N	SH—KILO
KFKU	University of Kansas	1250	5 kw—LS; 1 kw—N	ST—WREN
KOAC	Oregon State College	550	5 kw—LS; 1 kw—N	Unlimited
KUSD	University of South Dakota	920	500 w	ST—KFNF
KWLC	Luther College	1240	250 w—D	Daytime
KWSC	State College of Washington	1250	5 kw	ST—KTW
WBAA	Purdue University	920	5 kw—D; 1 kw—N	Unlimited
WBEZ	Chicago Board of Education	42100	1 kw	(FM) Unlimited
WCAL	St. Olaf College	770	5 kw—D	ST—WLB (Daytime)
WHA	University of Wisconsin	970	5 kw—D	Daytime
WHAZ	Rensselaer Poly. Tech.	1330	1 kw	ST—WBBR, WEVD
WILL	University of Illinois	580	5 kw—D	Daytime
WKAR	Michigan State College	870	5 kw—D	Daytime
WLB	University of Minnesota	770	5 kw—D	ST—WCAL (Daytime)
WNAD	University of Oklahoma	640	1 kw—D	Daytime
WHCU	Cornell University	870	[illegible] kw	L—WWL (Daytime)
WNYC	Municipal Broadcasting System	830	1 kw	L—WCCO, SA-SH-N
WOI	Iowa State College	640	5 kw—D	Daytime
WOSU	Ohio State University	820	5 kw	L—LS—Dallas
WRUF	University of Florida	850	5 kw—LS; 100 w—N	Unlimited
WRUL	World Wide Broadcasting Foundation	†	50 kw	Unlimited
WSAJ	Grove City College	1340	100 w	SH
WSUI	State University of Iowa	910	5 kw	Unlimited
WTAW	Texas A. and M.	1150	1 kw—D	Daytime

D—Day; N—Night; ST—Shares Time; SH—Specified Hours; SA—Special Authorization; L—Limited Time with Dominant Stations LS—Local Sunset.

† International shortwage frequencies.

Associate Members

Drake University ..... Depends on commercial radio facilities.

Indiana University ..... Depends on commercial radio facilities. Has pending FM CP application before FCC.

University of Kentucky ..... Depends on commercial radio facilities. Has FM CP for station from FCC.

University of Michigan ..... Depends on commercial radio facilities. Has pending FM CP application.

University of Southern California .. Depends on commercial facilities. Has applied for FM CP.

Western State Teachers College ... Depends on commercial radio facilities.

Kenneth Yeend, KIRO ..... (Former educational broadcaster, retaining associate membership, although employed by commercial station.)

FCC LIST OF NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power*
Board of Education of San Francisco, Unified School District, San Francisco, Calif.	KALW	42100	1000 w
Board of Education, City of Chicago, Chicago, Ill.	WBEZ	42500	1000 w
University of Illinois Urbana, Ill.	WIUC	42900	250 w
University of Kentucky, Beattyville, Ky.	WBKY	42900	100 w
Board of Education, City of New York, Brooklyn, N. Y.	WNYE	42100	1000 w
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland. Ohio	WBOE	42500	1000 w

FCC REGULATIONS

The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements

The operating power of non-commercial education broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

42,100 kc.	42,300 kc.
42,500	42,700
42,900	

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

Only one frequency will be assigned to a station.

INTERNATIONAL

International Broadcast Stations
In The United States

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CBS-NBC Latin-American Networks

•

Mexico

•

South America

•

Central America

INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power*
American Telephone & Telegraph San Francisco, Calif.	KWU KWV KWY		20 kw 20 kw 20 kw
The Associated Broadcasters, Inc. San Francisco, Calif.	KWID	6060, 7230, 9570, 11870, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, Calif.	KWIX	6060, 7230, 9570, 11870, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCDA	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	10 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.	WOOC	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBA	6170, 7575, 9750, 11145, 11770, 15270, 17850	50 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBF	6170, 7575, 9750, 11145, 11770, 15270, 17850	50 kw
The Crosley Corp. Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800, 21650	75 kw
The Crosley Corp. Mason, Ohio	WLWK	6080, 9590, 11710, 15250, 17800, 21650	50 kw CP only
The Crosley Corp. Mason, Ohio	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio	WLWS	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
General Electric Company South Schenectady, N. Y.	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21,590, SSA 17,880	50 kw

General Electric Company South Schenectady, N. Y.	WGEO	6190, 7000, 9530, 9650, 11847.5, 15330, SSA 9550 and 17880	100 kw
General Electric Company near Belmont, Calif.	KGEI	6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 11790, 15130 and 17880	50 kw
General Electric Company Schenectady, N. Y.	WGEX		25 kw CP only
National Broadcasting Co., Inc. Bound Brook, N. J.	WRCA	6100, 9670, 11890, 15150, 15190, 17780, 21630, SSA 11870 Kc and SA 11893 (50 to 100 kw on 9670)	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNBI	Same as WRCA	Same as WRCA
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRA	6100, 9670, 11890, 15150, 15090, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRE	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRI	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBC	6020, 6060, 7575, 7805, 9490, 9700, 11890, 13050, 15150, 15240, 15250, 15340, 17780, 17800	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBI	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBA	Same as above	50 kw
R.C.A. Communications, Inc. San Francisco, Calif.	KRCA		7 kw
	KES (1 & 2)		7 kw
Press Wireless Los Angeles, Calif.	KROS		10 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540	CP 50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9700, 11730, 15350, 17750, 2146, SSA 6140 7575, 8590, 9750, 11145, 11790, 15130	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 15130. 25600, 11790, 15350, 17750, 9700	20 kw C.P. 50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUX	SSA 7575, 7805	7 kw
General Electric Co. Belmont, Calif.		Application pending	100 kw

La Cadena De Las Americas

(The Network of the Americas)

of

THE COLUMBIA BROADCASTING SYSTEM

—— *PERSONNEL* ——

Director of Broadcasting to Foreign Countries.....Edmund Chester

Assistant Director of Shortwave Broadcasting.....John Hundley

Director of Shortwave News Division.....Lawrence Haas

Music Director and Arranger.....Terig Tucci

Assistant Director of Latin American Relations.....Roberto Unanue

Manager of Press Information for Latin American Network.....Margaret Kennedy

ARGENTINA

Call Letters	*Station Name and/or Owner*	*Location*	*Frequency Kilocycles*	*Power Watts*
LR3	Radio Belgrano	Buenos Aires	950	50000
LRY	Radio Belgrano	Buenos Aires	11840	50000
LRY1				
	—Radio Belgrano Network—			
LU7	Radio General San Martin	Bahia Blanca	1240	1500
LV3	Radio Cordoba	Cordoba	620	25000
LT7	Radio Provincia	Corrientes	1340	5000
LT1	Radio del Litoral	Rosario	780	12000
LV1	Radio Graffigna	San Juan	560	10000
LV4	Radio San Rafael de Mendoza	San Rafael	690	5000
LV11	Radio del Norte	Santiago del Estero	1170	500
LV12	Radio Aconquija	Tucuman	580	5000
LV14	Radio La Rioja	La Rioja	1460	500
LV10	Radio Cuyo	Mendoza	1210	2500
LV13	Radio San Juis	San Luis	——	——
ZP9	Radio Encarnacion	Encarnacion, Paraguay	——	——
ZP1	Radio Encarnacion	Encarnacion, Paraguay	——	——
CXA8	Radio Real de San Carlos	Colonia, Uruguay	9620	20000
CXA14	Radio Real de San Carlos	Colonia, Uruguay	11820	1000

BOLIVIA

CP4	Radio Illimani	La Paz	1040	10000
CP5	Radio Illimani	La Paz	6200	1000

CHILE

CB57	Radio Sociedad Nacional de Agricultura	Santiago de Chile	570	6000
CB1180	Radio Sociedad Nacional de Agricultura	Santiago de Chile	11800	1000
CB90	Radio Sociedad Nacional de Agricultura	Valpariso	900	1000

COLOMBIA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJAG	Emisora Atlantico	Barranquilla	1050, 4905	1000
HJAH	Emisora Atlantico	Barranquilla	1080	1000
HJCS	Radio Continental	Bogota	920	50000
HJEB	La Voz del Valle	Cali	1150	500
HJED	La Voz del Valle	Cali	4825	1000
HJFB	Radio Manizales	Manizales	6105	1000
HJFD	Radio Manizales	Manizales	1390	500
HJDT	Radio Nutibara	Medellin	1150	500
HJFF	Ondas del Otun	Pereira	1350	1000
———	La Voz Amiga	Pereira	6097	2500
HJBJ	La Voz de Santa Marta	Santa Marta	1140	1200

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	5000
TIPG	La Voz de la Victor	San Jose	9615	2000

CUBA

CMJN	RHC Cadena Azul	Camaguey	740	1000
CMCY	RHC Cadena Azul	Havana	590	15000
COCY	RHC Cadena Azul	Havana	11470	1000
CMKY	RHC Cadena Azul	Holguin	600	1000
CMAN	RHC Cadena Azul	Pinar del Rio	1300	1000
CMHI	RHC Cadena Azul	Santa Clara	570	15000
COHI	RHC Cadena Azul	Santa Clara	6450	5000
CMKN	RHC Cadena Azul	Santiago de Cuba	930	1000

DOMINICAN REPUBLIC

HIIZ	Broadcasting Nacional	Ciudad Trujillo	6315	100
HIZ	Broadcasting Nacional	Ciudad Trujillo	1350	200

ECUADOR

HC2AJ	Compania del Ecuador	Guayaquil	1050	1000
HC2AK	Compania del Ecuador	Guayaquil	9310	1000
HCQR	Radio Quito	Quito	1340	250
HCQRX	Radio Quito	Quito	5970	300
HCBS	Radio Bolivar	Quito	1304	250
HCBT	La Voz de la Libertad	Quito	9355	250

EL SALVADOR

YSP	La Voz de Cuscatlan	San Salvador	——	——
YSP	La Voz de Cuscatlan	San Salvador	——	——
YSPA	La Voz de Cuscatlan	San Salvador	——	——
YSPB	La Voz de Cuscatlan	San Salvador	——	——

GUATEMALA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TGW	La Voz de Guatemala	Guatemala City	610	10000
TGWA	La Voz de Guatemala	Guatemala City	9685	10000
TGWB	La Voz de Guatemala		15170	——
TGWC	La Voz de Guatemala	Guatemala City	6460	1000
		Guatemala City	1520	1000

HAITI

HHW	Station de Radiofifusion	Port-au-Prince	1230	75
HH3W	Station de Radiofifusion	Port-au-Prince	9595	150

HONDURAS

HRN	La Voz de Honduras	Tegucigalpa	1450	500

MEXICO

XEQ	Radio Pan Americana, S.A.	Mexico City	730	50000
XEQQ	Radio Pan Americana, S.A.	Mexico City	9680	1000
XEA		Campeche, Cam.	1370	250
XEBU		Chihuahua, Chih.	1260	500
XEBL	Max Gomez Blanco	Culiacan, Sin.	1260	500
XEHL		Guadalajara, Jal.	1370	50
XEHQ		Hermosillo, Son.	590	300
XEDS		Mazatlan, Sin.	1320	500
XEFC	Julio Molina Fonto	Merida, Yuc.	1340	250
XEMR	Enrique Serna Martinez	Monterrey, N.L.	1370	500
XELQ	Francisco Laris Iturbide	Morelia, Mich.	1270	100
XEAX	Alvaro Rodriquez A.	Oaxaca, Oax.	1270	500
XEHR	Manuel R. Canalo	Pueblo, Pue.	1090	250
XEBM		San Luis Potosi	1260	150
XETU	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEDN	Alejandro O. Stevenson, Jr.	Torreon, Coah.	1260	250
XEHV	Juan A. Palavicini	Veracruz, Ver.	1310	1000
XENC		Celaya	1540	250
XEAG		Cordoba	1280	250
XEJT		Guanajuato	570	100
XEWE		Irapuato	1420	100
XEFM		Leon	1270	100
XEPP		Orizaba	1450	250
XEDE		Saltillo	1400	250

NICARAGUA

YNOW	La Voz de la America Central	Managua	6850	800

PANAMA

HOAC	Cadena Panamena de Radio Difusion	Panama City	1440	50
HP5A	Cadena Panamena de Radio Difusion	Panama City	11700	1000

PARAGUAY

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
ZP3	Radio Teleco	Asuncion	700	8000
ZPA3	Radio Teleco	Asuncion	11877	1200

PERU

OAX6C	Radio Continental	Arequipa	1370	250
OAX6D	Radio Continental	Arequipa	9500	250
OAX6E	Radio Continental	Arequipa	6055	300
OAX4A	Radio Nacional del Peru	Lima	850	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	15000
OAX4U	Radio America	Lima	1030	5000
OAX4V	Radio America	Lima	5990	2000
OAX4W	Radio America	Lima	9440	1500

PUERTO RICO

WKAQ		San Juan	620	5000

URUGUAY

CX16	Radio Carve	Montevideo	850	50000
CX24	La Voz del Aire	Montevideo	1010	2500
CXA8	Short Wave	Colonia	9320	20000
CXA14	Short Wave	Colonia	11820	1000
	—Radio Carve Network			
CW1	Radio Pupular	Colonia	550	4500
CW31	Salto Broadcasting	Salto	1120	250
CW39	La Voz de Paysandu	Paysandu	1320	100
CW41	Broadcasting San Jose	San Jose	1360	050
CW43B	Radio Internacional	Rivera	1480	750
CW51	Radio Maldonado	Maldonado	1560	500
CW53	Radio Cerro Largo	Melo	1580	250
CX52	Radio Litoral Soriano	Mercedes	1570	500

VENEZUELA

YV5RG	Ondas Populares	Caracas	1010	1000
YV5RU	Ondas Populares	Caracas	6070	2232
YV6RA	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV7RA	Radio Sucre	Cumana	1220	400
YV7RB	Radio Sucre	Cumana	3590	750
YVIRA	Ecos Del Zulia	Maracaibo	1300	200
YVIRV	Ecos Del Zulia	Maracaibo	4750	300
YV4RE	Radio Valencia	Valencia	1400	1000
YV4RP	Radio Valencia	Valencia	3460	1000

La Cadena Panamericana

(The Pan American Network)
of the
NATIONAL BROADCASTING COMPANY

—*PERSONNEL*—

Manager of International Division.....Fred B. Bate
Radio Facilities Engineer.....Raymond F. Guy
Director, Latin American Programs and Chief of Spanish Section.....Eli B. Canel
Chief, Spanish-language Section.....Alberto H. Gandero
Continuity Acceptance.....F. J. Lara
Production Chief.....Ary Moll
Assistant Production Chief.....Alvaro Gonzales
Assistant Production Chief.....Aurora Diaz
Chief, Portuguese-language Section.....Manuel Souza
Musical Director.....Emilio de Torre
Director of Station Relations.....Cal J. Abraham
Chief of Traffic Section.....Charles Mangano

ARGENTINA

Call Letters	*Station Name and/or Owner*	*Location*	*Frequency Kilocycles*	*Power Watts*
LR4	Radio Splendid	Buenos Aires	990	50000
LRS	Radio Splendid	Buenos Aires	9315	30000
LRS1	Radio Splendid	Buenos Aires	6065	30000
	Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)			
LW1	de la Red Splendid	Cordoba	790	20000
LT2	de la Red Splendid	Rosario	1230	20000
LU3	de la Red Splendid	Bahia Blanca	1150	10000
LT4	de la Red Splendid	Posadas	1010	2000
LV6	de la Red Splendid	Mendoza	630	6000
LW7	de la Red Splendid	Catamarca	730	2000
LU5	de la Red Splendid	Neuquen	1130	2000
LW8	de la Red Splendid	Jujuy	1130	1500
LU8	de la Red Splendid	Bariloche	1250	1000
LU4	Comodoro Rivadavia	C. Rivadavia	640	1600
LU12	Rio Gallegos	Rio Gallegos	680	1500

BOLIVIA

CP20	Radio El Condor	La Paz	930	1000
CP15	Radio El Condor	La Paz	5880	500
CP18	Radio El Condor	Oruro	900	250
CPI	Radio Chuquisaca	Sucre	1500	800
CP41	Radio Chuquisaca	Sucre	1325	100
CP28	Radio Central	Cochabamba	1360	150
CP40	Radio Central	Cochabamba	9570	150
CP22	Radio Internacional	Potosi	6715	150

CHILE

CB138	Radio El Mercurio	Santiago	1380	15000
CB1185	Radio El Mercurio	Santiago	11850	5000
CB64	Radio Cristobal Colon	Valparaiso	640	3000
CD69	Radio La Frontera	Temuco	690	1200
CC117	Radio Simon Bolivar	Concepcion	1170	1000
CA108	Radio La Serena	La Serena	1080	1500
CA141	Radio El Loa	Antofagasta	1410	1450

COLOMBIA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJCC	La Voz de Bogota	Bogota	870	5000
HJCE	La Voz de Bogota	Bogota	1000	1000
HJCF	La Voz de Bogota	Bogota	6240	1000
HJCR	Radiodifusora Nacional	Bogota	1200	5000
HJCT	Radiodifusora Nacional	Bogota	6260	2500
HJAN	Emisoras Unidas	Barranquilla	1190	1000
HJAB	Emisoras Unidas	Barranquilla	4785	2500
HJDK	La Voz de Antioquia	Medellin	1250	1000
HJDE	La Voz de Antioquia	Medellin	6145	5000
HJGK	Radio Santander	Bucaramanga	1280	500
HJGB	Radio Santander	Bucaramanga	4775	2500
HJFE	Radio Quirama	Pereira	1470	500
HJFA	La Voz de Pereira	Pereira	6054.3	750
HJAF	Emisoras Fuentes	Cartagena	1240	350
HJAE	Emisoras Fuentes	Cartagena	4965	1000

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	4000
TIPG	La Voz de la Victor	San Jose	9615	2500
TINBC	La Voz de la Democracia	San Jose	1070	1000

CUBA

CMQ	Circuito CMQ S.A.	Habana	690	25000
COCQ	Circuito CMQ S.A.	Habana	8825	5000
CMBZ	Radio Salas	Habana	950	1000
COBZ	Radio Salas	Habana	9030	1000

CMQ Network (Circuito CMQ)

CMHQ	del Circuito CMQ	Santa Clara	800	10000
CMJL	del Circuito CMQ	Camaguey	920	10000
CMKJ	del Circuito CMQ	Holguin	970	10000
CMKU	del Circuito CMQ	Santiago	720	1000

DOMINICAN REPUBLIC

HIX	Radiodifusora Oficial	Ciudad Trujillo	950	250
HI1X	Radiodifusora Oficial	Ciudad Trujillo	6350	300
HI3X	Radiodifusora Oficial	Ciudad Trujillo	11850	300
HI9B	Broadcasting "Hotel Mercedes"	Santiago	6383	400

ECUADOR

HCJB	La Voz de los Andes	Quito	974	1000
HCJB	La Voz de los Andes	Quito	4108	200
HCJB	La Voz de los Andes	Quito	9958	1000
HCJB	La Voz de los Andes	Quito	12455	10000
HC2GI	Radio El Telegrafo	Guayaquil	1160	300
HC2ET	Radio El Telegrafo	Guayaquil	9200	500

EL SALVADOR

YSS	Alma Cuscatleca	San Salvador	638	500
HUB	Alma Cuscatleca	San Salvador	4780	300
YSD	Alma Cuscatleca	San Salvador	7894	500

GUATEMALA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TGW	La Voz de Guatemala	Guatemala City	640	10000
TGWA	La Voz de Guatemala	Guatemala City	15170	10000
			9685	10000
TGWB	La Voz de Guatemala	Guatemala City	6460	1000
TGWC	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHGM	Magloire Broadcasting Circuit	Port-au-Prince	1473	1000
HHBM	Magloire Broadcasting Circuit	Port-au-Prince	9660	1000
HHCM	Magloire Broadcasting Circuit	Port-au-Prince	6165	1000

HONDURAS

HRN	La Voz de Honduras	Tegucigalpa	5875	500

MEXICO

XEW	La Voz de la America Latina desde Mexico	Mexico City	900	100000
XEWW	La Voz de la America Latina desde Mexico	Mexico City	9500	10000
			15160	10000
	XEW Network (Radio Programas de Mexico)			
XEKJ	Ramon Ortega	Acapulco, Gro.	1400	250
XEBI	Pedro C. Rivas	Aguascalientes	1330	250
XEA	Luis A. Maury	Campeche, Camp.	1370	250
XEFQ	Pedro Lopez Diaz	Cananea, Son.	980	500
XEFI	David C. Mireles	Chihuahua, Chih.	1440	1000
XEBA	Jose D. Gonzalez	Ciudad Guzman	1270	250
XEP	Esteban Parra	Ciudad Juarez	1300	500
XETR	Antonio Pozo L.	Ciudad Valles	1490	125
XEBJ	Fernando Elizalde	Ciudad Victoria	1450	100
XERL	J. Roberto Levy	Colima, Col.	1280	250
XEJC	Eduardo J. de la Cuesta	Cuernavaca, Mor.	1490	150
XESA	Modesto Roberto Perez	Culiacan, Sin.	1330	250
XEE	Roberto O. Stevenson	Durango, Dgo.	1280	250
XEHL	Alejandro Diaz	Guadalajara, Jal.	1370	500
XEBH	Jose Remigio Agraz	Hermosillo, Son.	920	1000
XEBO	Alfonso Martinez	Irapuato, Gto.	1330	500
XEKL	Ramon Alarcon	Jalapa, Ver.	550	100
XERZ	Rafael C. Navarro	Leon, Gto.	1240	250
XECF	Francisco Perez, Jr.	Los Mochis, Sin.	1330	1000
XEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250
XERJ	Rafael Elizalde	Mazatlan, Sin.	1320	500
XEME	Perfecto Villamil C.	Merida, Yuc.	1270	400
XECL	Armando Maldonado	Mexicali, B.C.	990	5000
XEDW	Gladys Silva	Minatitlan, Ver.	1260	250
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XEFB	Mario Quintanilla G.	Monterrey, N.L.	630	500
XEGL	Fausto M. Gomez	Navojoa, Son.	1270	500
XEHF	Gaston Mascarenas	Nogales, Son.	1370	1000
XEFE	R. Tijerina Carranza	Nuevo Laredo	960	1000
XEAX	A. Marquez Gonzales	Oaxaca, Oax.	1370	500
XETQ	Carlos Mora J.	Orizaba, Ver.	1370	250
XEJR	Roberto Rodriguez	Parral, Chih.	1490	100
XEMU	Alfonso L. Bres	Piedras Negras	580	250
XEHR	Roberto Canedo	Puebla, Pue.	1090	250
XEJX	Jesus Romero Santoyo	Queretaro, Qro.	1450	250
XERT	Ignacio Magallon V.	Reinosa, Tamps.	590	250
XEBX	Rodolfo Villarreal	Sabinas, Coah.	610	250
XEDE	Valente J. Garza G.	Saltillo, Coah.	1400	250
XECZ	Zeferino . Jimenez	San Luis Potosi	1430	1000
XERK	Tomas Mondragon	Tepic, Nay.	1450	250
XEC	Luis Enrique Enciso	Tijuana, B.C.	1310	250
XEBP	A. O. Stevenson	Torreon, Coah.	1260	250
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250

XEU	Fernando Pasos Sosa	Veracruz, Ver.	960	500
XEUF	Ignacio Navarro Q.	Uruapan, Mich.	550	350
XELK	Jose M. Acevedo	Zacatecas, Zac.	1280	100

NICARAGUA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
YNPS	La Voz de Nicaragua	Managua	6760	1000
YNDS	La Voz de Nicaragua	Managua	6240	750

PANAMA

HOA	Radio Panamericana	Panama City	1000	400
HP5G	Radio Panamericana	Panama City	11780	600
HOK	La Voz de la Victor	Colon	640	250
HP5K	La Voz de la Victor	Colon	6005	200

PARAGUAY

ZP9	Radio La Capital	Asuncion	970	1200

PERU

OAX4A	Radio Nacional del Peru	Lima	854	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	15000
OAX4T	Radio Nacional del Peru	Lima	9562	10000
OAX6A	Radio Arequipa	Arequipa	6042	200
OAX1A	Radio Delcar	Chiclayo	6275	300
OAX1B	Radio Piura	Piura	5850	300
OAX4P	Radio Huancayo	Huancayo	5980	250

PUERTO RICO

WNEL	The Link of the Americas	San Juan	1320	5000

URUGUAY

CX14	Radio El Espectador	Montevideo	810	15000
CXA19	Radio El Espectador	Montevideo	11705	5000
CX18	Radio Libertad	Montevideo	890	3000
CXA9	Radio Libertad	Montevideo	15345	3000
	El Espectador Network (La Cadena Uruguaya de Radiodifusión)			
CWI	Radio Popular	Colonia	570	3000
CW19	Difusora Rochense	Rocha	1340	050
CW23	Radio Cultural	Salto	820	500
CW33	Radio Florida	Florida	1200	75
CW35	Radio Paysandu	Paysandu	1240	750
CW43	Radio Lavalleja	Minas	1420	300
CW45	Difusora Treinta y tres	Trenta y tres	1390	250
CW43A	Zorrilla de San Martin	Tacuarembo	1400	1200
CW47A	Radio Welcome	San Jose	1510	100

VENEZUELA

YV5RA	Radio Caracas	Caracas	960	10000
YV5RN	Radio Caracas	Caracas	4920	5000
YV1RK	Radio Popular	Maracaibo	1250	300
YV1RL	Radio Popular	Maracaibo	4810	300
YV2RB	La Voz del Tachira	San Cristobal	980	500
YV2RN	La Voz del Tachira	San Cristobal	4830	2000
YV4RA	La Voz de Carabobo	Valencia	1350	1000
YV4RO	La Voz de Carabobo	Valencia	6130	1000
YV1RW	Radio Coro	Coro	1370	200
YV1RY	Radio Coro	Coro	4770	300
YV6RE	Emisoras Unidas	Barcelona	1080	500
YV6RC	Emisoras Unidas	Barcelona	3450	1500
YV2RC	La Voz de la Sierra	Merida	3420	500
YV1RO	Radio Trujillo	Trujillo	3310	800
YV3RE	Radio Barquisimeto	Barquisimeto	1475	1500
YV3RN	Radio Barquisimeto	Barquisimeto	6120	2000

STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Acapulco, Gro.	XEKJ	1400	0.25	
Agua Prieta, Son.	XERP	1190	50.	
Aguascalientes	XEBI	1360	0.25	Pedro C. Rivas
Aguascalientes	XELY	1490	0.15	Rafael Leal Camarena
Cajoncita de B. C.	XBQA	9200	0.8	Comision Nacional de Irrigacion
Campeche	XEA	1370	0.25	Luis A. Maruy
Cananea, Son.	XEFQ**	980	0.5	Pedro L. Diaz
Cananea, Son.	XESY**	1320	0.2	J. Tato Amante
** Considered pro-German				
Casas Grandes	XETX	1400	0.1	
Celaya, Guan.	XEJT	1600	0.1	
		1090		
		1190		
Chetumal de Q. R.	XACD	3050	$0.05	Cia. Mexicana de Aviacion
		5390	*0.4	
		262.5	*0.075	
		1688	*0.075	
		3060	*0.4	
		5695	*0:4	
* Not a broadcast station.				
Chihuahua	XEFI	1440	1.	Ramiro G. Urganga
Chihuahua	XEBW	1280	0.6	Angel Mara T.
Chihuahua	XEM	1390	0.5	Pedro Menessee, Jr.
Chihuahua	XEBU	1260	0.1	Feliciano Lopez
Chihuahua	XEJK	1340	0.1	
Ciudad Guzman, Jal.	XEBA	1270	.25	Xavier Velasco
Ciudad Guzman, Jal.	XEGT	1490	0.1	
Ciudad Juarez	XELO	800	150.	
Ciudad Juarez	XEJ	970	5.	P. Meneses, Laredo
Ciudad Juarez	XEP	1300	0.5	Esteban Parra
Ciudad Juarez	XEWG	1460	1.	
Ciudad Juarez	XEF	1420	0.25	Gilberto Gil
Ciudad Juarez	XEFV	1270	.25	Dario Cordaba
Ciudad Madero, Tams.	XETR	1490	0.1	Cesar Trijillo Badillo
Ciudad Obregon, Son.	XEAP	1290	0.1	Emilio Manzanilla
Ciudad Valles, San Luis Potosi		1340	0.1	
Ciudad Victoria	XEBJ	1450	0.1	Fernando Elizalde
Coatzacoalcos	XEFZ	1340	0.25	Pedro E. Rocher
Colima, Col.	XERL	1280	0.25	J. Roberto Levy
Cordoba de Veracruz	XECW	1340	0.25	Juan Sedas M.
	XEAG	1280	0.25	Diodoro Zuniga
Cuernavaca, Morelos	XEJC	1420	0.15	
Culiacan, Sin.	XESA	1360	0.25	Pablos Elizalde, S. de R. L.
Culiacan, Sin.	XEBL	1260	0.5	Ignacio L. Said
Culiacan, Sin.	XEGF	1300	0.1	
Durango	XEE	1280	0.25	Alejandro Stevenson, Jr.
Durango	XEDU	1400		
Ensenada, B. C.	XEPF	1400	0.2	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Fresnillo, Zac.	XEMA	1340	0.1	Jose Ma. Acesado Moya
Gomez Palacio, Dur.	XEMG	1310	0.25	
Gomez Palacio, Dur.	XEOB	1490	0.1	
Guadalajara, Jal.	XEJB	1010	5.	Govierno del Estado de J.
Guadalajara, Jal.	XEDK	1250	0.5	Salvador Vazquez T.
Note—Ownership practically same as XEAV.				
Guadalajara, Jal.	XED	680	1.	Cia. Radiofonografica
	XEDQ		0.1	
Guadalajara, Jal.	XEHL	1370	0.5	
Guadalajara, Jal.	XELW	1340	0.25	Salvador Galindo de la Torre
Guadalajara, Jal.	XEHK	960	.25	Carmen Vilasenor
Guadalajara, Jal.	XEAV	580		Alfredo Vasquez
Note—Ownership practically same as XEDK.				
Guadalajara, Jal.	XEAD	1310	0.25	
Guadalajara, Jal.	XEXN	1400	0.25	
Guanajuata, Guan.		570	0.1	
Guaymas, Son.	XEDR	1490	0.1	Modesto Ortega
Hermosillo, Son.	XEBH	920	1.	
	XEBR	11820 sw.	0.15	
Hermosillo, Son.	XEDL	1250	.5	
Hermosillo, Son.	XEHQ	590	0.3	Sr. C. Serna Martinez
Hermosillo, Son.	XEOP	960	0.5	
Hermosillo, Son.		1300	.25	
Hermosillo, Son.	XEQN	1540	5.	
Parral, Chih.	XEJS	1150	0.5	
Parral, Chih.	XEAT	1250	0.25	
Parral, Chih.	XEJR	1490	0.1	Anastasio Gomez Gallardo
Irapuato, Gt.	XEBO	1330	0.6	
Irapuato, Gt.	XEWE	1420	0.1	
Jalapa de Veracruz	XEBF	6090 sw.	0.1	Pedro Caronel Aburto
Jalapa de Veracruz	XEKL	550	0.1	
	XEJA	1400	0.25	
La Paz, Baja Calif.	XEPX	550	0.25	
Leon de Guanajuato	XEFM	1270	0.1	Sucs R. Ortiz Gonzalex
Leon de Guanajuato	XERZ	1030	0.25	
Linares	XETC	1410	.25	
Los Algodones, Baja Calif.		560	0.1	
Los Mochis, Sin.	XEOX	1280	0.25	Felipe G. de Leon
Magdalena de Sonora	XEDJ	1450	0.1	Enrique Sorolegui
Matamoros, Tam.	XEO	970	0.75	
Matamoros, Tam.	XEXP	1450	0.1	
Matamoros, Tam.	XEAM	1400	0.25	Manuel L. Salinas
Los Mochis, Sin.	XECF	1350	1.0	Francisco Perez H.
Mazatlan, Sin.	XERH	1320	0.6	Oscar Perez E.
Mazatlan, Sin.	XEDS	1420	0.5	Alexander A. Schober
Merida, Yuc.	XEFK	1450	0.1	Manuel Zapata Espinosa
Merida, Yuc.	XEMQ	1240	0.25	
Merida, Yuc.	XEMH	1400	0.1	
Mexicali, B. C.	XECL	990	5.	Alfonso Lacarra
Mexicali, B. C.	XEAO	910	0.25	Chavez y Castro, Soc.
Mexicali, B. C.	XEAA	1340	0.25	Alberto Gonzales
Mexico City, D. F.	XEWI	6015 sw.*	0.4	Instit. Mundial de la Vida Impersonal
Mexico City, D. F.	XEYU	9600 sw.*	0.25	Universidad Nacional de Mexico
Mexico City, D. F.	XEUZ	6119 sw	0.1	Partido Nac. Revolucionario
Mexico City, D. F.	XEXA	6175 sw.	0.1	Depto. de Publicidad y Propaganda
Mexico City, D. F.	XEBT	6000 sw.	0.5	El Buen Toro S. A.

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mexico City, D. F.	XEDP	940	50.	
Mexico City, D. F.	XEOY	1000	10.	Ignacia Diaz R.
Mexico City, D. F.	XEST	1060	50.	
Mexico City, D. F.	XEQW	1030	1.	
Mexico City, D. F.	XEQK	1350	1.	Angel Ferreiro
Mexico City, D. F.	XEDA	1290	1.	Augusto Garcia Diaz
Mexico City, D. F.	XEMC	1590	5.	Dolores G. Estrada de F.
Mexico City, D. F.	XENK	620	5.	
Mexico City, D. F.	XEPH	590	5.	
Mexico City, D. F.	XESM	1470	5.-D	Salvador San Martin
Mexico City, D. F.	XEL		1.-N	
		1260	0.75	Financiera de Inversiones S. A.
Mexico City, D. F.	XEBS			
		1410	0.75	Maria Remedios Delgado
Mexico City, D. F.	XEMX	1380	0.5	Alfonson Traslos
Mexico City, D. F.	XEOF			Leros Avolos
		530	1.	
Mexico City, D. F.	XEW	890	100.0	Radio Panamericana
	XEWW	9500 sw.	10.	
Mexico City, D. F.	XEQ	730	150.	
	XEQQ	9680 sw.	5.	
Mexico City, D. F.	XEB	1220	100.	
	XEET	6000 sw.	1.	
Mexico City, D. F.	XEBZ	660	0.5	
Mexico City, D. F.	XELA	830	1.	
Mexico City, D. F.	XEFO	1110	20.	
Mexico City, D. F.	XEN	690	5.	
Mexico City, D. F.	XEUN	860	5.	
Mexico City, D. F.	XEML	1550	1.	
Mexico City, D. F.	XERC	790	1.	
Mexico City, D. F.	XELZ	1440	1.	
Mexico City, D. F.	XERH	1500	0.5	
Mexico City, D. F.	XEJP	1150	6.	Antonio Verandez
Mexico City, D. F.	XEAI	1320		
Mexico City, D. F.	XEK	990	0.5	Arturo Martinez
Minatitlan, Ver.	XEDW	1260	.25	Hector Silva Canto
Monterrey, N. L.	XETA	9555 sw.*	1.	El Pretonero del Norte
Monterrey, N. L.	XEG	1050	150.	
Monterrey, N. L.	XENT	1140	50.	Cia. Industrial Universal
Monterrey, N. L.	XET	990	5.	Pregonero del Norte
Monterrey, N. L.	XEH	1420	1.	
Monterrey, N. L.	XEFB	630	.5	Jesus Quintanilla
Monterrey, N. L.	XEMR	1370	0.5	Enrique Serna Martinez
Monterrey, N. L.	XEX	1280	0.5	El Heraldo del Comercia
Morelina, Michoacan	XEKW	6030 sw.	0.5	Jose Martinez Ramirez
Morelina. Michoacan	XEKF	6030 sw.	5.	El Nee di Nichosaan desde Morelia
Morelina, Michoacan	XELQ	1270	0.1	
Morelina, Michoacan	XEI	1400	0.25	Carlos Gutierrez
Morelina, Michoacan	XESF	600	0.25	
Naco, Son.	†XETM	1350	1.	Fred Giesler (German-naturalized American)
† Considered pro-German.				
Navojoa, Son.	XEGL	1270	0.5	Fausto M. Gomez
Navojoa, Son.	XEAJ	1400	0.1	Emilio Manzanilla
Navojoa, Son.		570	0.1	
Nogales, Son.	XEHF	1370	1.	Francisco G. Elias
Nogales, Son.		1010	0.25	
Nuevo Laredo, Tam.	XEFE	960	1.	Rafael T. Caranza
Nuevo Laredo, Tam.	XEDF	790	0.5	
Nuevo Laredo, Tam.	XEBK	1340	0.1	G. Guajardo y M. M. Cortes
Nuevo Laredo, Tam.	XELF	1380	0.25	
Nuevo Laredo, Tam.	XELC	1410	0.25	
Nuevo Laredo, Tam.	XELJ	1260	.25	
	XELH	1460	.1	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Oaxaca	XEAX	1270	.15	Alvaro Rodriquez A.
Orizaba, Vera Cruz	XEOR	580	1.	
Orizaba, Vera Cruz	XEPP	1450	0.25	Hector Sotomayor
Orizaba, Vera Cruz	XETQ	1370	0.25	Francis Campos H.
Piedras Negras, Coah	XEMU	580	0.25	
Piedras Negras, Coah	XEMJ	920	0.2	
Progreso, Yuc.	XEOK	1430	0.1	Arturo Pina Perez
Puebla	XEHR	1090	0.25	Manuel R. Canale
Puebla de Puebla	XECC	6185 sw.	0.5	Ricardo Vazquez A.
Puebla de Puebla	XECD	1170	0.35	
Queretaro	XEJX	1450	0.25	
Queretaro		1300	0.1	
Reynosa, Tam.	XEAW	1570 sw.	100.	Cia. International Reynosa
		1010	50.	
	XEKN	1390	0.25	Carlos V. Rodriguez
Reynosa, Tam.	XEAZ	590	0.25-N 5.-D	
Rosarito, B. C.	XERB	1090	50.	Radiodifusora Internacion
Sabinas, Coah.	XEBX	610	.25	Radiodifusora Internacion—Miguel B. Rodriquez
Saltillo, Coah.	XESJ	1250	1. -D 0.5-N	
Saltillo, Coah.	XEKS	1330	0.1	J. Antonio de la Pena
Saltillo, Coah.	XEDE	1400	0.25	Arrelio G. Zaragoza
Saltillo, Coah.	XEXU	1490	1.	
		1450	0.1	
San Luis Potosi	XECZ	1370	1.0	Ceferino Z. Jiminez
San Luis Potosi	XEBM	1260	0.15	Benjamin Briones
San Luis Potosi	XEXQ	1400	0.1	
S. Luis Rio Colorado	XEY	1450	0.25	Lucinda Arenaxde de M. M.
Tampico	XEFW	810	50.	
Tampico	XETU	1460	1.0	
Tampico	XECA	980	1.	
Tampico	XES	1300	0.25	Difisora Portena S. de R. L.
Tapachula, Chiapas	XETS	630	0.1	
Tapachula, Chiapas	XETA	1450	0.25	
Tepatitlan, Jal.	XETJ	1150	0.1	
Tepic, Nayarit	XEXT	980	1.	
Tepic, Nayarit	XERK	1450	0.15	Dario Mondragon
Texcoco	XEXE	1450	0.1	H. Ayuntamiento
Taxiutlan, Puebla	XETZ	1360	0.25	
Tijuana, B. C.	XEAV	1470	5.0	Manuel Acuna Varela
Tijuana, B. C.	XEMO	860	5.0	Fern. Fes. Ferreira
Tijuana, B. C.	XEBG	1010	1.	
		1550 sw.	5.	
Tijuana, B. C.	XERS	1190	5.	Cia. R.A.D. de Piedras Negras
Tijuana, B. C.	XEAC	690	5.	Jorge Rivera
Tijuana, B. C.		1590 sw.	5.0	
Tijuana, B. C.	XEGM	950	1.- D 2.5-N	Rita Mayans y Gustavo Faist E.
Tijuana, B. C.	XEON	1420	2.	Cia Radio Mexicana
Tijuana, B. C.	XERT	1270	0.5-N 5. -D	
Tijuana, B. C.	XEC	1310	.25	Luis E. Enciso
Tlaxcala	XEXZ	1480	5.	
Tlaxcala	XEXE	2410	0.1	Gobierno del Estado
Toluca de Mexico	XEXS	1340	0.1	Instituto Cientifico y Leiter
Toluca de Mexico	XECH	1490	0.25	Rodolfo Llamas

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Torreon, Coah.	XETB	1350	0.5	Aurelio G. Zaragoza
Torreon, Coah.	XEOH	600	1.	
Torreon, Coah.	XEJZ	920	0.1	
Torreon, Coah.	XEBP	1260	0.25	Alejandor O. Stevenson, Jr.
Torreon, Coah.	XEBQ	1450	0.25	Maria Refugio A. De Valdiviesco
Torreon, Coah.	XEDN	600	1.	Higinio Gonzalez
Tuxpam, V. C.	XETL	1390	0.25	Calixto Almazan
Tuxtla Gutierrez, Chiapas	XEXJ	1280	0.1	Govt. of State of Chiapas
Tuxtla Gutierrez, Chiapas	XFBK	5340		
Urapan, Mich.	XEFU	550	0.35	Ignacio Navarro
Vera Cruz	XEFT	9550 sw.	0.012	Jose Rodriguez Lopez
Vera Cruz	XEUW	6020 sw.	0.02	Fernando Taxos Sosa
Vera Cruz	XEHV	1310	1.	Radiodifusora Veracruzana
Vera Cruz	XEU	960	0.5	Fernando Pazos y Cia.
Vera Cruz	XETF	1250	0.5	Jose Rodriguez Lopez
Vera Cruz	XEXF	1490	0.1	
Villa Acuna, Coah.	XEAB	1600 sw.	5.	
Villa Acuna, Coah.	XEDH	1340	0.25	Vicente Hernandez
Villa Acuna, Coah.	XEAQ	1430	0.1	
Villahermosa de Tabasco	XAGB	5250	0.075	Cia. Areonautica del Sur
Villahermosa de Tabasco	XERE	9515	0.1	Juan T. Trujillo
Zacatecas de Zac.	XELK	1280	0.1	Jose Macias Gerrero
Zamora, Mich.	XESC	1450	0.1	Guillermo Calzada
Zamora, Mich.	XEGT	1490	0.25	Juan T. Trujillo

* Reported off the air by FBIS.

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Key Stations: XEW-XEWW—XEQ-XEQQ—Mexico City

AFFILIATED STATIONS IN MEXICO

XEW-Network

Call Letters	City	Call Letters	City
XEKJ	Acapulco, Gro.	XEI	Morelia, Mich.
XEBI	Aguascalientes, Ags.	XEFB	Monterrey, N. L.

Call Letters	City
XEA	Campeche, Camp.
XEFQ	Cananea, Son.
XENC	Celaya, Gto.
XEBA	Ciudad Guzman, Jal.
XEP	Ciudad Juarez, Chic.
XETR	Ciudad Valles, S. L. P.
XEBJ	Ciudad Victoria, Tamps.
XERL	Colima, Col.
XESA	Culiacan, Sin.
XEFI	Chihuahua, Chih.
XEE	Durango, Dgo.
XEHL	Guadalajara, Jal.
XEBH	Hermosillo, Son.
XEBO	Irapuato, Gto.
XEKL	Jalapa, Ver.
XERZ	Leon, Gto.
XECF	Los Mochis, Sin.
XEAM	Matamoros, Tamps.
XERJ	Mazatlan, Sin.
XEME	Merida, Yuc.
XECL	Mexicali, B. C.
XEDW	Minatitlan, Ver.
XEGL	Navojoa, Son.
XEHF	Nogales, Son.
XEFE	Nuevo Laredo, Tamps.
XEAX	Oaxaca, Oax.
XETQ	Orizaba, Ver.
XEJR	Parral, Chih.
XEMU	Piedras Negras, Coah.
XEHR	Puebla, Pue.
XEJX	Queretaro, Qro.
XERT	Reynosa, Tamps.
XEBX	Sabinas, Coah.
XEDE	Saltillo, Coah.
XECZ	San Luis Potosi, S. L. P.
XETU	Tampico, Tamps.
XERK	Tepic, Nay.
XEC	Tijuana, B. C.
XEBP	Torreon, Coah.
XETL	Tuxpan, Ver.
XEUF	Urugpan, Mich.
XEU	Veracruz, Ver.
XELK	Zacatecas, Zac.
XEGC	Zamora, Mich.

XEQ-Network

Call Letters	City
XERO	Aguascalientes, Ags.
XEOX	Ciudad Obregon, Son.
XEAG	Cordoba, Ver.
XEY	Cuernavaca, Mor.
XEBL	Culiacan, Sin.
XEBU	Chihuahua, Chih.
XEPF	Ensenada, B. C.
XEMA	Fresnillo, Zac.
XELW	Guadalajara, Jal.
XEJT	Guanajuato, Gto.
XEHQ	Hermosillo, Son.
XEWE	Irapuato, Gto.
XEDN	Torreon, Coah.
XEJA	Jalapa, Ver.
XEFM	Leon, Gto.
XER	Linares, N. L.
XEDS	Mazatlan, Sin.
XEFC	Merida, Yuc.
XELQ	Morelia, Mich.
XEMR	Monterrey, N. L.
XEMJ	Piedras Negras, Coah.
XESJ	Saltillo, Coah.
XEBM	San Luis Potosi, S. L. P.
XETS	Tapachula, Chis.
XEXT	Tepic, Nay.
XEHV	Veracruz, Ver.
XEDH	Villa Acuna, Coah.

AFFILIATED STATIONS IN CENTAL AND SOUTH AMERICA

Call Letters	City
YSR	San Salvador, El Sal.
HRN	Tegucigalpa, Hond.
YNOW	Managua, Nicaragua
TIGPH	San Jose, Costa Rica
HOC	Panama, Panama
HOK	Colon, Panama
YV5RA	Caracas, Venezuela
YV5RG	Caracas, Venezuela
YV1RF	Maracaibo, Venezuela
YV1RK	Maracaibo, Venezuela
HCQR	Quito, Ecuador
HE2AJ	Guayaquil, Ecuador
OAX4F	Lima, Peru
HJCH	Bogota, Colombia
HJCS	Bogota, Colombia
HJDA	Medellin, Colombia
HJDQ	Medellin, Colombia
HJAH	Barranquilla, Col.
HJAN	Barranquilla, Col.
HJEB	Cali, Colombia
HJER	Cali, Colombia
CX14	Montevideo, Uruguay
CX18	Montevideo, Uruguay
HIN	Trujillo, Rep. Dominicana

STATIONS OF CENTRAL AND SOUTH AMERICA

ARGENTINA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bahia Blanca	LU2	900	5.0	Camilio V. Bertorini
Bahia Blanca	LU3	1150	10.0	
Bahia Blanca	LU7	1240	2.5	Filomena Z de Cennari
Buenos Aires (Banfield)	LS2	1190	15.0	Teodors Prieto
Buenos Aires (Ciudadela)	LS4	670	12.0	Juan G. Gonzales Speroni
Buenos Aires	LRA	750	10.0	Dirrection General de Correos, Telegrafos
	LRA-1	9690 sw.		
	LRA-5	17720 sw.		
Buenos Aires (Florida)	LR2	910	6.0	Alfred Schroeder
Buenos Aires (Florida)	LS10	590	6.0	Victor J. Ruano
Buenos Aires (Florida)	LR9	1030	5.0	Gregorio Echavarria
Buenos Aires	LRA-2*	6180 sw.	10.0	Dirrection General de Correos, Telegrafos
	LRA-3*	11730 sw.		
Buenos Aires (Hurlingham)	LR6	870	25.0	S. A. La Nacion
Buenos Aires (Hurlingham)	LRY sw.	9640	5.0	
	LR3	950	90.0	Jaime Yankelevich
	LRY1 sw.			
Buenos Aires (Monte Grande)	LS1	710	50.0	Municipalidad de la Capital
Buenos Aires (Monte Grande)	LR5	830	25.0	Alfred B. Dougall
Buenos Aires (Rivadavia)	LR4	990	50.0	Antonio C. Devoto
	LRS			
	LRS1			
Buenos Aires (Rivadavia)	LS5	1110	5.0	Enrique Caride
Buenos Aires (Vicente Lopez)	LS9	1270	6.0	S. A. La Voz Del Aire
Buenos Aires (San Fernando)	LR1	1070	50.0	Empresa Editorial
	LRU*	15290 sw.	7.0	Haynes Ltda., S. A.
	LRX	9660 sw.	7.0	
Catamarca	LW7	730	1.5	Hector Tavella, Rivadavia 751
Catamarca	LV15	1360	0.5	
Chubut	LU4	640	1.5	Cia Broadcasting de la Patagonia
Cordoba	LV3	620	15.0	Alberto P. Brouard (Station suppressed by Argentine Gov't.)
Cordoba	LV2	960	5.0	Luis Maunier
Cordoba	LV8	1330	1.0	
Cordoba	LW1	790	15.0	
Corrientes	LT7	1340	1.0	Gobierno Prov. Corrientes
Jujuy	LW8	1130	1.5	
San Luis	LV13	1250	1.0	
La Plata	LR11	1390	0.5 1.5	Universidad Nacional de la Plata
La Plata	LS11	1310	30.0	Gobierno Prov. B.A. Pasaje Dardo Roche

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mar del Plata	LU6	1300	1.5	Jose Zaccagnini
Mendoza (Cuyo)	LV10	1210	2.5	Marcelino Aparicio
Mendoza (San Rafael)	LV4	690	1.0	Julio Silva
Mendoza	LV6	630	10.0	
Mendoza	LW2			
Necochea	LU9	1440	0.5	
Neuquen	LU5	1130	1.5	
Neuquen	LU11	1370	0.5	
Parana	LT11	1470	0.5	
Posadas	LT4	1010	1.5	
Posadas (Misiones)	LT6	1460	0.5	
Resistencia (Chaco)	LT5	1080	1.5	Jose M. Noveri
Santa Cruz	LU12	680	1.5	Cia. Broadcasting de la Patagonia
Rosario	LT2	1230	15.0	
Rosario (Santa Fe)	LT1	780	10.0	Fernando Maliandi
Rosario (Santa Fe)	LT3	1160	5.1	Soc. Rural Cerealistas
Rosario (Santa Fe)	LT8	840	3.0	Alfredo B. Dougall
Salta	LV9	970	1.0	Govierno Prov. Salta
San Juan	LV1	560	5.0	S. A. Graffigna, Ltda.
San Juan	LV5	1090	1.5	Soc. C. Rodriguez Vila y Cia
Santa Fe	LT10	1320	0.5	
Santa Fe	LT9	1200	1.0	Roca Hermanos y Cia.
Santa Fe	LT12	1260	1.0	
Santa Rosa (Pampa Central)	LU8	1250	0.5	
Santiago	LV11	1170	2.0	S. A. El Liberal
Tucuman	LV12	580	5.0	Soc. Reps. Lda. Radio Aconquija
Tucuman	LV7			
La Rioja	LV14	820	2.5	Gonzalez Acha y Munoz
Buenos Aires	LS6	1350	6.0	Ricardo A. Bernotti

* Reported inactive by FBIS.

BOLIVIA

Cochabamba	CP28	1360	0.150	Gottret y Cia.
	CP40	9570 sw.		
Cochabamba	CP44	580	0.05	Victor Veltze
Cochabamba	CP45	1090	0.05	Raul Montecinos
Cochabamba	CP39	6160 sw.	0.25	
La Paz	CP3	1390	5.00	Costas Hermanos
	CP38	9480 sw.	5.00	
La Paz	CP4	1040	10.00	Dept. of Communications of Bolivian Govt.
	CP5	6200 sw.	1.00	
La Paz	CP8	1450	0.05	Sejas and Co.
La Paz	CP10	1090	0.05	C. Munoz
La Paz	CP12	6150 sw.	0.25	Owned and operated by Catholic priests.
(Colegio San Calixto)	CP29	1350	0.1	
La Paz	CP16	1230	0.02	
Oruro	CP18		0.25	
(Colegio San Calixto)				
Oruro	CP14	1250	0.05	Javier Romero (Sociedad Anonima-Radio La Noche)
Oruro	CP26	1510	0.05	
Oruro	CP31	975	0.05	
Oruro	CP46	770	0.05	
La Paz	CP19	950	.05	Augustin Aspiazu
La Paz	CP20	930	1.0	Romon Pelaez
	CP15 sw.	6120 sw.	.25	
La Paz	CP32	620	.05	Cia. Internacionale de Radio Bolivia (Juan C. Salinas)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
La Paz	CP34	680	.15	Buillermo Teran
	CP25	9700 sw.	.25	
Oruro	CP36	1420	.05	Enrique Wanting
Oruro	CP11	6100 sw.	.25	
Oruro	CP37	6170 sw.	.25	
Potosi	CP22	6130 sw.	.25	L. Camacho
Potosi	CP17	1600 sw.	.05	Alfredo Ossio L.
Santa Cruz	CP13	1250	.05	L. Canedo Reyes
	CP30	6135 sw.	.25	
Sucre	CP27	1420	.05	C. Torres
Sucre	CP41	6020 sw.	.25	Jose Comacho B.
Tarija	CP23	6190 sw. 175		

BRAZIL

Aracaju (Sergipe)	PRJ6	630	1.	Jose Nunes Rebello
Aracatuba (Sao Paulo)	PRI8	1460	0.5	Joao Ferraz S. br.
Araguari (Minas Gerais)	PRJ3	970	0.25	Dr. Arcino Santos
Araraquara (Sao Paulo)	PRD4	1370	0.5	Romulo Lupo
Assis (Sao Paulo)	ZYA9	1550	0.1	
Barretos (Sao Paulo)	PRJ8	1530	0.1	
			0.25	
Bauru (Sao Paulo)	PRG8	1210	0.5	Joao Simonetti
Belem (Para)	PRC5	1450	2.	Roberto Camelier
		4865 sw.		
Belo Horizonte (Minas Gerais)	PRC7	690	3.	Dr. Alberto Deodato
Belo Horizonte (Minas Gerais)	PRH6	1340	3.	Lauro Souza Barros
Belo Horizonte (Minas Gerais)	PRI3	880	25.	Luis Bessa
Blumenau (Santa Catarina)	PRC4	1330	0.25	Joao Medeiros, Jr.
Botucatu (Sao Paulo)	PRF8	1530	0.1	Emilio Pedute
Cambara (Parana)	ZYA3	1590	0.1	
Campinas (Sao Paulo)	PRC9	1170	1.	Antonio Tepedino Pagino
Campos (Rio de Janeiro)	PRF7	1330	0.5	Dr. Marro Ferraz Sampaio
Campo Grande (Mato Grosso)	PRI7	1510	0.1	Dr. Antonio A. Campos
Caxambu (Minas Gerais)	ZYC2	1550	0.1	
Corumba (Mato Grosso)	ZYA2	1470	0.5	Teodomiro Serra
Cruzeiro (Sao Paulo)	PRG6	640	0.5	Romoaldo Canevari
Curityba (Parana)	PRB2	1440	5.	Epaminondas Santos
Curityba (Parana)				
Formiga (Minas Gerais)	ZYB6	1530	0.1	
Fortaleza (Ceara)	PRE9	1320	2.	Waldemar Cartolano
		6105 sw.		
		15165 sw.		
Franca (Sao Paulo)	PRB5	1240	0.25	
Goiania (Goias)	ZYJ3			
Itapetininga (Sao Paulo)	PRD9	970	0.25	
Itarare (Sao Paulo)	ZYA7	1550	0.1	
Jaboticabal (Sao Paulo)	PRG4	1250	0.25	Oswaldo Fernandes
Joao Pessoa (Parahyba)	PRI4	1110	10.	Dr. Abelardo Juruema
Joinville (Santa Catrina)	ZYA5	1600	0.1	
Juiz de Fora (Minas G.)	PRB3	1010	0.5	Pedro Goncalves de Oliveira
Jahn (Sao Paulo)	PRG7	1010	0.25	Ulisses Newton Ferreira
Limeira (Sao Paulo)	PRJ5	1550	0.1	Ary Levy Pereira
Lins (Sao Paulo)	ZXB3	1550	0.1	
Manaos (Amazonas)	PRF6	4895 sw.	0.1	Dr. V. Pareto Neto
Natal (Rio Grande de Norte)	ZYB5	1270	1.	
Nictheroy (R. J.)	PRD8	1320	1.	Jose Augusto Mendes
	PRE6	1470	1.	Tte. Custodio Fontes
Paranahyba (Pianu)	PRJ4	1470	0.5	Dr. Joao Tavares de Carvalho
Patos (Minas G.)	ZYB4	1530	0.1	
		1010		

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Pelotas (Rio Grande de Sul)	PRC3	580	0.25	Carlos G. Sica
Petropolis, L. (R. J.)	PRH4	1320	0.5	Atakualpa Dias
Piricicaba (Sao Paulo)	PRD3	1480	1	Carlos Rodrigues Viana
Pocos de Caldas (Minas G.)	PRD6	820	0.25	Joao Sampaio Goes
Ponta Grossa (Parana)	PRH5	1160	0.25	Benedito Meira Borges
Porto Alegre (Rio Grande	PRJ2	1250	.5	Manoel Machuca
de Sul)	PRH2	600	25.	Dearios Associados
Porto Alegre (Rio Grande de Sul)	PRF9	640	5.	Arthur Pizoli
Porto Alegre (Rio Grande de Sul)	PRC2	680	5.	Dr. Lelis Espartel
Pouso Alegre (Minas Alegras)	PRJ7	1530	0.1	Jose Nunes Rebello
Marilia (Sao Paulo)	PRI2	1090	0.5	Oscar de Moraes Barros
Prudente (Sao Paulo)	PRI5	970	0.25	Manoel Bussacos
Recife (Pernambuco)	PRA8	720	25.	Oscar Moreira Pinto
		6012 sw.	5.	
Ribeirao Preto (Sao Paulo)	PRA7	730	0.5	Jose da Silva Bueno
Ribeirao Preto (Sao Paulo)	PRH7	1170		Lonzado Bueno
Rio Claro (Sao Paulo)	PRF2	1460	0.25	Waldemar Cartolano
Rio de Janeiro Distrito Fed.	PRA2	800	25.	Ministerio Educacao Saude
	PRA3	860	10.	Dr. Rolpho Estevan de Siqueira
Rio de Janeiro Distrito Fed.	PRA9	1220	25.	Edmar Machado
Rio de Janeiro Distrito Fed.	PRB7	900	5.	Alceu Mario de Sa Freire
		6200 sw.	25.	
		9610 sw.	25.	
		15370 sw.	25.	
Rio de Janeiro Distrito Fed.	PRC8	1360	5.	Guilherme Manes
Rio de Janeiro Distrito Fed.	PRD2	1060	10.	Mario Villaca Meyer
Rio de Janeiro Distrito Fed.	PRD5	1400	1.	Francisco Gomes-Maciel Pinheiro
Rio de Janeiro Distrito Fed.	PRE2	1430	5.	Dr. Placido de Melo
Rio de Janeiro Distrito Fed.	PRE3	1180	7.5	Dr. Elisio Dantas
Rio de Janeiro Distrito Fed.	PRE8	980	25.	Dr. Gilberto de Andrade
Rio de Janeiro Distrito Fed.	PRF4	940	10.	Ernesto Fereira Carneiro
Rio de Janeiro Distrito Fed.	PRF5	9500 sw.	12.	Dr. J. V. Pareto Neto
		9600 sw.		
		10220 sw.		
		15190 sw.		
Rio de Janeiro Distrito Fed.	PRG3	1280	10.	Dr. Teofilo de Barros
Rio de Janeiro Distrito Fed.	PRL9	9505		Brazilian Govt.
	PRL8	11720		
	PRL7	17850		
Rio de Janeiro Distrito Fed.	PRH8	1130	0.5	Francisco Xavier Filho

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Rio Grande (Rio Grande de Sul)	ZYC3	1510	0.1	
Rio Breto (Sao Paulo)	PRB8	640	0.25	Andrassy Ribeiro
Santos (Sao Paulo)	PRB4	1450	1.	Hermenegildo da Rocha Brito
Santos (Sao Paulo)	PRG5	580	0.75	Carlos Baccarat
Sao Carlos (Sao Paulo)	ZYA6	1590	0.1	
Sao Carlos (Sao Paulo)	ZYA6	1590	0.1	
San Luiz (Maranhao)	PRJ9	1490	5.	Jose Ribamar Pinheiro
Sao Manuel (Sao Paulo)	PRI6	1510	0.1	Vitorino Ribeirro
Sao Paulo (Sao Paulo)	PRB9	1000	25.	Dr. Paulo Machado de Carvalho
Sao Paulo (Sao Paulo)	PRE7	1410	5.	Dr. Joao Ferreira Fontes
Sao Paulo (Sao Paulo)	PRF3	960	5.	Dr. Ubiratan Silveira Pamplona
Sao Paulo (Sao Paulo)	PRG2	1040	25.	Dr. Antonio Herman Dias Menezes
Sao Paulo (Sao Paulo)	PRG9	1100	25.	Mons. Dr. Francisco Bastos
Sao Paulo (Sao Paulo)	PRH3	620	5.	Pedro de Camargo
Sao Paulo (Sao Paulo)	PRH9	840	5.	Jose Niccolini
Sao Paulo (Sao Paulo)	PRA5	1260	5.	Joao Baptista de Amaral
Sao Paulo (Sao Paulo)	PRA6	890	10.	Dr. Oswaldo Costa, Director
Sao Paulo (Sao Paulo)	PRB6	1200	5.	Oscar P. Seckler
Sao Paulo (Sao Paulo)	PRE4	1300	5.	Olavo C. Fontoura
Sao Paulo (Sao Paulo)	ZYB7	6095 sw. 11765 sw.	25.	
Sao Sebastiao Paraiso (Minas G.)	ZYA4	1510	0.1	
Soracaba (Sao Paulo)	PRD7	1080	0.5	Orlando da Silva Reitas
Taubate (Sao Paulo)	ZYA8	1590	0.1	
Uberaba (Minas G.)	PRE5	1390	0.5	Quintiliano Jardin
Ulberlandia (Minas G.)	PRC6	1510	0.1	Aristides Figueiredo
Varginha (Minas G.)	ZYB2	1590 sw.	0.1	
Vitoria (Epirito Santo)	PRI9	1350	0,1	Dr. Ciro Vieira da Cunha

BRITISH GUIANA

Georgetown	VP3BG	6130	0.065	British Guiana Broadcasting Co., Ltda.

BRITISH HONDURAS

Belize	ZIK-2	10600	0.2	Government

CHILE

Antofagasta	CAI41	1410	1.	Angel Garcia y Cia. Ltda.
Antofagasta	CAI27	1270	0.25	Horus Predreny Palma
Chillan	CCI38	1330	0.15	Adriana Pagueguy de Logos
Chillan	CC127	1270	0.1	Rafael Barrios
Concepcion	CC141	1410	0.1	Chilena de Communicaciones (rented for 1 year to Rafael Arjona N.)
Concepcion	CC117	1170	1.0	Federico Sanchez
Concepcion	CC64	640	1.	Mario Saez Lagoa
Coquimbo	CA96	960	0.3	Cesar Nieme Abey
Curico	CC96	960	0.1	Alberto Guerra
Iquique	CA63	630	0.25	Antonio Cajiao
La Serena	CA108	1080	1.0	Ed. Encina Arancibia
Osorno	CD84	840	1.5	Soc. Agricola y Granadera de Osorno

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Puerto Montt	CD101	1010	1.	Chilena de Communicaciones
Puerto Montt	CD147	1470	0.1	Ernesto Riedel
Punta Arenas	CD103	1030	0.1	Ramon Verde Ramos
((CD103 cancelled—moved without authorization and reported ship movements)				
Punta Arenas	CD111	1110	0.1	Emilio Turina
Punta Arenas	CD113	1130	1.	Chilena de Communicaciones
Punta Arenas	CD136	1360	0.45	Victoria Iglesias de Biancilla
Quillota	CB113	1130	0.1	Leopoldo Cirando G.
Rancagua	CC63	630	0.6	Manuel Massoni
Rancagua	CC109	1090	0.1	Jorge Romero Ramirez
Rancagua	CC145	1450	0.1	Alan Rojas
S. Antonio (Puerto Viejo)	CB140	1400	0.1	Soc. Radiodifusora Onda Azul Ldta.
Santiago de Chile	CB66	620	1.	International Machinery Co.
Santiago de Chile	CB57	570	7.5	Soc. Nacional de Agricultura
Santiago de Chile	CB76	760	14.	Cia. Chilena de Communicaciones S. A.
Santiago de Chile	CB89	890	1.	Carlos Briceno, owner. Rented for five years to Antonio Zarate Andreu
Santiago de Chile	CB97	970	1.	Soc. Chilean de Radiodifusion y Propaganda
Santiago de Chile	CB101	1010	1.	Chilena de Communicaciones
Santiago de Chile	CB106	1060	5.	Manuel Casablanca Latorre
Santiago de Chile	CB114	1140	5.	Ricardo Vivado
Santiago de Chile	CB126	1260	10.	Soc. Chilena Radiodifusora S. A.
Santiago de Chile	CD960	9600 sw.	1.	Horacio Hevia Labbe
	CB130	1300	2.0	
Santiago de Chile	CB134	1340	2.	German Holtheuer Valdivia
Santiago de Chile	CB138	1380	5.	Empresa Periodistica "El Mercurio"
	CB1185	11850 sw.	5.0	
Santiago de Chile	CB142	L. W.	1.	Jiles Y Cia.
Santiago de Chile	CB144	1440	2.	Clark Hnos.
Santiago de Chile	CB144C	1440	0.2	Oscar Moraga Fuenzalida
Santiago de Chile	CB150	1500	50.	
Santiago de Chile	CB1180	11975 sw.	1.	Soc. Nacional de Agricultura
Santiago de Chile	CB1170	11700 sw.	0.3	Otto Becker, Ltda.
Santiago de Chile	CB93	930	8.	Orlandini y Raggio Ltda.
	CB1174	11740 sw.		
Talca	CC96	960	.25	Alberto Guerra Cruzatt
Talca	CC84	840	0.1	Francisco Morales Castillo
Talca	CC67	670	0.1	Ramon Abasolo
Temuco	CD90	700	1.2	De Mayo Hnos.
Temuco	CD69	690	1.2	Daniel De Mayo Levi
Temuco	CD125	1250	1.5	Soc. Radio Emisoras Sur de Chile
Tocopilla	CA90	900	0.1	Hilda Cuellar
Valdivia	CD64	640	1.0	Chilean Communications Co.
	CD59	590	1.0	
Valdivia	CD132	1320	1.0	Carlos Cockbaine
Valparaiso	CB78	780	6.0	Soc. Coop. Vita.
	CE970	9700 sw.	10.0	
Valparaiso	CB90	900	.4	Emp. Periodistica "El Mercurio"
Valparaiso	CB103	1030	0.75	Cia. Chilena de Communicaciones S. A., Radio la Cooperativa Vitalicia Valparaiso, Chile
	CE910	9730 sw.		
	CE615	6150 sw.		
Valparaiso	CB116	1160	1.	Patricio Edwards Linares
Valparaiso	CB120	1200	1.	Angel I. Prieto Andreas

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Valparaiso	CB124	1240	0.25	Ramon Y Fernando Garcia y Cia.
Valparaiso	CB132	1320	1.	Sociedad Wallace y Cia.
Valparaiso (Vina del Mar)	CB64	640	3.0	Adriano Iz.
Valparaiso (Vina del Mar)	CB63	680	.5	Renard y Garcia Tello
Valparaiso (Vina del Mar)	CB111	1110	0.75	Joaquin Venegas

COLOMBIA

Aguadas	HJFJ	1500	.025	Roberto Florez
Armenia	HJFI	1540	1.	Bernardo Santacoloma and D. Julio Rondon E.
Armenia	HJFM	4875 sw.	.6	Botero Y Cia. (Braulio Botero Londono)
	HJFM	1210	0.6	
Barranquilla	HJAA	1330	0.5	Alfonso Rosales Navarro
Barranquilla	HJAG	4905 sw.	.45	Emisora Atlantic S. A., Angel M. Ruiz, owner
	HJAH	1050	.4	
Barranquilla	HJAI	1370	0.25	Julian Melendez
Barranquilla	HJAK	1310	0.35	Vassallo Hinos y Mendez (Clemente Vassalio Gomez, owner)
Barranquilla	HJAB	4785	1.	Eliecer Velasco
	HJAN	1190 sw.	1.	
Barranquilla	HJAS	1500	0.4	Miguel A. Ruiz
Barranquilla	HJAT	1275	.5	Delfina v. de Haayen
Bogota	HJCB	1105	.8	Colombia Broadcasting S. A. (Robt. Ramirez, Enrique Ramirez & Jorge Alford)
	HJCD	6160	8.0	
Bogota	HJCC	870	5.	Gustavo Uribe Th.
	HJCE	1220	1.	
	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	0.5	Julio Bernal
Bogota	HJCI	4895 sw.	0.75	Manuel J. Gaitan
	HJCH	810	.5	
Bogota	HJCJ	1380	0.2	Manuel J. Gaitan
Bogota	HJCK	1290	0.5	Anez & Tobon Sierra
Bogota	HJCN	1335	0.5	Roberto Laignelet
Bogota	HJCO	1160	1.	Jesus M. Garcia
	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	0.15	Ministerio de Economio Nacional
Bogota	HJCR	1200	3.0	Colombian Govt.
	HJCT	6260 sw.	2.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltd.
	HJCA	4855 sw.	1.	
	HJCY	1460	.35	
Bogota	HJCX	6018 sw.	0.75	Cipriano Rios Hoyos
	HJCZ	1040	1.0	
Bogota	HJCS	920	50.	Cia. Radiodiffusion Colombiana—Jose V. Arias, owner
Bucaramanga	HJGE	1130	.5	Gustabo Sorzano Jimenez
Bucaramanga	HJGB	4775 sw.	1.5	Francisco A. Bueno
	HJGK	1280	0.25	
Buenaventura	HJES	1525	0.05	Heriberto Quintero
Buenaventura	HJEW	1355	0.22	Jorge E. Berrio
Buga	HJEI	1410	0.1	Bernando Buena Delgado
Buga	HJEP	1485	0.5	Sociedad Voces de Occidente —Hernando Azcarate M., owner

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Cali	HJEB	1150	1.0	Eduardo Cordoba
	HJED	4825 sw.	1.0	
Cali	HJEC	1300	0.3	Rafael Angulo
Cali	HJEE	1090	0.2	Jose T. Calderon N.
Cali	HJEF	1340	0.5	Hernando Bueno Delgado, owner
	HJEL	1260	0.5	
Cali	HJER	1395	0.5	Cesar Mendoza Mazuera
	HJEX	4865 sw.	2.5	
Cali	HJET	1510	.5	Dirreccion de Educacion del V.
Cali	HJEN	1370	0.5	Alfonso Mese Vargas
Cartagena	HJAD	1440	0.25	Laboratories Fuentes, Rafael Fuentes, owner
	HJAE	4965 sw.	.48	
	HJAF	1240	0.252	
Cartagena	HJAP	4925 sw.	0.5	Lequerica Hermanos
	HJAR	1400	0.3	
Cartago	HJEO	1230	0.5	Saniel Dozman
Ciencga	HJBE	1460	.25	Elvira de Pereira
Cucuta	HJBB	4815 sw.	0.75	Pompilio Sanchez
	HJBC	1270	0.5	
Girardot	HJCL	1460	0.25	Carlos J. Sanchez G.
Girardot	HJCV	1420	0.1	Maria Teresa Ramirez R.
Ibague	HJFC	1500	0.1	Vicente Vaitan Rondon
Ibague	HJFL	1440	0.1	Luis E. Martinez
Ibague	HJFP	1550	.075	Mario Cadavid
Libano (Tolima)	HJFO	1520	.05	Hector Enrique Giraldo
Magangue	HJAC	1420	0.1	Manuel Agustin Varela
Manizales	HJFB	6105 sw.	1.00	Cia. Radio Manizales Alberto Hoyos A., Dir.
	HJFD	1390	0.75	
Manizales	HJFX	600	1.	Antonio Pinzon H.
Medellin	HJDA	1285	0.42	Humberto Restrepo A.
Medellin	HJDC	1360	0.6	Francisco Cuartas
	HJDX	4795	.6	
Medellin	HJDE	6145 sw.	5.	Cia. Colombia de Radiodiffusion—Luis Ramos, owner
	HJDK	1250	.5	
Medellin	HJDL	1480	0.5	Jaime Tobon R. (leased to Hernando Gomez)
Medellin	HJDM	1520	0.5	Prospero Aguirre
Medellin	HJDQ	1320	0.75	Cia. Antiquena de Radiodifusion (Fernando Restrepo Alvarez, owner)
	HJDP	4885 sw.	.6	
Medellin	HJDR	1380	0.3	Ramirez & Cia. Ltda.
Medellin	HJDT	1150	0.25	Alfonso Jaramillo, Hernando Tellez, Jaime Garcia
Medellin	HJDZ	1490	0.25	Universidad de Antioquia
	HJDU	4805 sw.	.75	
Medellin	HJCB		0.5	Hernando Tellez B.
Monteria	HJAL	1465	0.5	Julio Cesar Patino
Neiva	HJFN	1420	0.1	Helidora Tamayo
	HJFP	1520	.1	Teodulo Camacho, G.
Ocana	HJBF	1525	0.1	Luis Linero
Palmira	HJEJ	1460	0.3	Rafael Angulo
Palmira	HJEQ	1180	0.5	Regulo Benitez
Pamplona	HJBA	1400	0.1	Gonzalo Vargas
Pasto	HJHA	1350	0.35	Sociedad Radio Narino—Sra. Elisa de Pesantes, owner
Pasto	HJHB	1170	0.5	Bernardo Bueno Delgado
Pereira	HJFA	6054 sw.	.75	Cesar and Mario Arango M.
	HJFE	1470	0.499	
	HJFQ	1120	.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Pereira	HJFK	6097 sw.	2.5	Sociedad "La Voz Amiga"
	HJFF	1350	1.	Antonio Giraldo C. & Son
Popayan	HJEA	1500	.5	Jesus Hernando Hormaza
Popayan	HJEG	1450	0.3	Mercedes M. De Valencia
Quibedo	HJDG	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HJBJ	1140	0.5	Julio A. Sanchez
Santander	HJEH	1550	.025	Escuela Rafael Tello
Sevilla	HJET	1510	0.25	Daniel Benitez
Tocaima	HJCP	1530	0.092	Ruperto Aguilera Leon (Catholic station)
Tulda	HJEK	1420	.1	Hernando Bueno Delgado
Tunja	HJGA	1425	.25	Pedro Martinez

COSTA RICA

Alajuela	T15JJM	575	.8	Emilio E. Martinez
Cartago	TIMC	735	0.75	J. Mario Cardos
	T14NRH	710	0.75	Amanda Cespedes M.
		9692 sw.	0.75	
Heredia	TIWS	6065 sw.	0.3	Manuel Campos J.
Puntarenas	TIJMP	690	1.0	Jose Maria Pinaud
San Jose	TIGPH	605	6.5	Gonzalo Pinto H.
	TIGPH2	800	3.	Gonzalo Pinto H.
San Jose	TIPG	625	5.0	Perry Girton
		9615 sw.	2.5	
San Jose	TIGH	690	2.	Jose Maria Pinaud
San Jose	TIVP	750	0.5	Narciso Garcia
San Jose	TILJ	775	0.5	Lola Monje M. de Jimene
San Jose	TIEP	6700 sw.	1.	Eduardo Pinto H.
		830	3.	
		1225	3.	
San Jose	TIRS	920	.4	Rogelio Sotela B.
San Jose	TIOS	940	0.5	Rafael Sotela
San Jose	TIRH	970	1.0	Rafael Hine Chavarria
		6150 sw.	0.25	
San Jose	TIFA	1000	0.25	Francisco Arie
(TIFA off the air for duration of war—from FCC reports)				
San Jose	TISMG	1045	0.5	Guilermo Zniga
San Jose	TINBC	1070	2.0	Perry Girton
San Jose	TIHZ	1150	1.	Heli Zuniga
San Jose	TIRRC	1200	0.5	Carlos Borge
		6180 sw.	0.3	
San Jose	TIBAS	650	2.5	Gonzalo Pinto H. (same as for TIGPH)
San Jose	TILS	880	5.	Luis Saenz Mata
		6165 tw.	2.	
San Jose	TIMACHO	1100	.5	Maximo Chaves Arias

CUBA

Artemisa	CMAX	660	.25	Juan de Dios Careno y Valdes
Bayamo	CMKX	1090	.25	Oscar Vidal Benitez
Caibarien	CMHD	1560	5.	Manuel Alvarez
			0.2*	*Present authorized power
Camaguey	CMJL	920	10.0	Cambo y Gabriel SA
Camaguey	CMJN	740	1.	Cadena Azul, S. A.
Camaguey	CMJK	620	0.25	Jones Castrillon y Cia.
	COJK	8665 sw.	1.0	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Camaguey	CMJA	1060	0.25	Rafael Valdes
Camaguey	CMJE	1230	0.25	Primo A. Casares
Camaguey	CMJF	1300	0.25	Gertrudis de la Cruz Perez
Camaguey	CMJW	1400	0.25	Andres M. Cisneros
Camaguey	CMJC	1340	0.25	Fernando Terron Bolanos
Cardenas	CMGE	1470	0.25	Geraro Sabater
Cerro	CMCB	1330	0.25	Metropolitan Radio de Cuba S. A.
Cienfuegos	CMHM	1450	0.25	Jose Ramon Remenias, Jr.
Cienfuegos	CMHJ	1350	0.25	Romauldo Ugalde Cordero
Ciego de Avila	CMJH	1370	0.25	Luis Marauri Mendoza
Ciego de Avila	CMJI	1440	0.25	G. Gessa Lopez
Ciego de Avila	CMJM	1270	1.	
Ciego de Avila	CMJO	1470	0.25	Benifacio Ildefenso
Cruces, L. V.	CMHK	1380	0.25	Virgilio Villanueva
Guanabacoa	CMBH	1540	5.0	Vicente Espinosa
Guanabacoa	CMCF	910	3.5	Radio Internacional
Guantanemo, Orte	CMKS	900	0.25	Candido Savon Suarez & Martinoll
Guantanamo	CMKH	1130	0.25	Virgilio Arciero Maffei
Havana	CMCJ**	1580	0.25	Rafael Rodriguez
Havana	CMCR**	1580	0.25	Juan Gonzalez y Seneriz
Havana	CMCA**	1490	0.25	Augusto Testar y J. M. Gonzalez
Havana	CMCG**	1460	0.25	Dr. Miguel Angel Campos
Havana	CMCQ	1420	.25	Andres Martinez
Havana	CMBX**	1390	0.25	Vicente Espinosa
Havana	CMOA**	1360	0.25	Juan Fernandez Duran
Havana	CMC**	1360	0.25	Rafael Valdes
Havana	CMBG**	1390	.25	John L. Stowers
Havana	CMCX-CMCH	1290	.25	Jose Custodio Milagro Rumbaut y Lenza
Havana	CMCW	1230	.25	Jose Vilarino
Havana	COK	11616	1.0	Cuban Natl. Sports Department
Havana	CMCU	1190	.25	Jorge Garcia Serra
Havana	CMZI	7190	0.5	Govt. of Cuba—Ministry of Natl. Defense
Havana	CMBQ	1150	5.	Jose Castro Veiga
Havana	CMBY	1110	.25	Pages y Cia.
Havana	CMCM	1060	.25	Cia. Transradio Columbia
	COCM	9833	1.0	
Havana	CMX	1010	10.	Francisco A. Lavin
	COCX	11650 sw.	1.0	
Havana	CMBZ	950	1.0	Manuel y Guillermo Sales
	COBZ	9030 sw.	.25	
Havana	CMK	830	.25	Fausto Montiel
Havana	CMQ	690	25.0	Goar Mestre, Mgr. Director
Havana	CMCY	590	15.	FHC Cadena Azul S. A.
	COCY	11740 sw.		
Havana	CMW	550	2.5	Adolfo Gil y Miguel Troncoso
	COCW	6325	0.1	
Holquin	CMKV	600	1.	
Holquin	CMKF	1490	.25	Manuel J. de Gongora
Holquin	CMKJ	970	1.0	Cambo y Gabriel S. A.
Holquin	CMKO	1220	.25	Manuel Angulo Farran
Jovellanos	CMGN	1310	1.	
Marianao	CMBF	730	1.2	Cia. Radio Universal S. A.
Mariano	CMZ	1260	1.2	Ministry of Education, Govt. of Cuba
	COX	9640		
	CMZ1	7190	.3	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Matanzas	CMGH	1440	0.6	Garcia Alvarez and heirs
Matanzas	CMGF	1240	0.25	Bernabe R. de la Torre
	COGF	11800 sw.		
Manzanillo	CMKE	1320	0.25	Cia. Radioemisora Manzanillo
Manzanillo	CMKM	560	0.25	Raimundo Comas Doler, Merchan y P. Figueredo
Neuvitas	CMJQ	1580	.25	Casper Estevez
Palma Soriano, Orte	CMKZ	1430	.25	Joaquin Venero Obregon
Piner del Rio	CMAB	1450	.25	Francisco Martinez
Piner del Rio	CMAQ	810	1.0	Goar Mestre
Piner del Rio	CMAN	1300	1.0	RHC
Placetas, L. V.	CMHP	1320	.25	Candido de Los Angeles, Guevara Perdome
Puerto Padre	CMKY	1350	0.1	Pedro Zacca Cheda
Rancho Boyeros	CMCK	980	5.0	Luis y Ernesto
	COCO	8700	2.0	Casas Rodriquez
	COCK			
Rancho Boyeros	CMBC	790	1.0	Domingo Fernandez Cruz
	COBC	9363 sw.	1.0	
Regla	CMCD	630	5.0	La Voz del Aire S. A.
	COCD	6130	1.0	
Sagua La Grande	CMHA	1280	.25	Obelardo Menocal
Sancti Spiritus	CMHB	1310	.25	V. E. Weiss y O. Ramirez Isla
Santa Clara	CMHI	570	15.-D	RHC
	COHI	6455	1.0	
Santa Clara	CMHQ	800	10.0	Goar Mestre
Santa Clara	CMHW	950	1.	RHC
	CMHN	960	1.	
Santa Clara	CMHO	1250	.25	Enrique Lasanta
Santa Clara	CMHX	1480	.25	Francisco Chavarry Fuster
Santiago de Cuba	CMKN	930	1.	RHC
Santiago de Cuba	CMKU	640	1.0	Goar Mestre
Santiago de Cuba	CMKW	1000	1.0	Ricardo Miranda, Cortes y Raul Soulary Exchevarria
Santiago de Cuba	CMKC	1250	.25	Roberto Miguel Gonzalez
Santiago de Cuba	CMKR**	1390	.25	Jaime Nadal
Santiago de Cuba	CMKD	1290	1.	Otto Juan Vinas Gimeno
San Luis, Oriente	CMKQ	1460	0.5	Angela Viciedo Quintero
Trinidad	CMHT	990	.25	F. E. Soto del Valle
Vedado	CMOX**	1490	.25	Perez y Chisholm
Vedado	CMCO	1230	.25	Enrique Lasanta Oliver
Vedado	CMBD**	1460	.25	Luis Perez Garcia
Vedado	CMBS	1090	.25	Enrique Artalejo Fernandez
Victoria de las Tunas,	CMKG	1050	.25	Emilio Gran Medina
Oriente	COKG	7058	1.2	

** Share time.

DOMINICAN REPUBLIC

Ciudad Trujillo	HIZ	1350	0.2	Frank Hatton
		1370	0.2	Frank Hatton
	HIIZ	6316 sw.	0.1	Frank Hatton
Ciudad Trujillo	HIJ	1190	.075	
Ciudad Trujillo	HI4M	1150	.02	Jorge L. Rodriguez
Ciudad Trujillo	HI7P	1300	.25	J. M. Roques Roman
Ciudad Trujillo	HIN	1090	0.15	Partido Dominicano
	HI1N	6243	0.07	
Ciudad Trujillo	HIX	950	0.25	Dominican Govt.
	HI3X	11960 sw.	0.25	
	HI1X	6340 sw.	0.25	
Ciudad Trujillo	HIG	900	0.05	A. Cordero Puello
		6280 sw.	0.04	
Ciudad Trujillo	HI1G	6120 sw.	0.25	A. Cordero Puello
	HI2G	9140 sw.	0.25	
Ciudad Trujillo	HIL	6175 sw.	.08	J. C. Pellicer

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Ciudad Trujillo	HIT	6630 sw.	0.1	F. A. Sanabia
		1050		
Ciudad Trujillo	HI8Q*	1475	.025	Julio Garcia Alardo
Ciudad Trujillo	HI6H*	6115 sw.	0.1	Emilio Garden
Ciudad Trujillo	HI8T*	6122 sw.	.03	Raul Henriquez S.
Ciudad Trujillo	HI2D*	6026 sw.	.15	Accion Catolica Dominicana
		6900 sw.		
		†4500 sw.		

† It is reported that this station is being operated by the Govt. on 4500 kc. as a communications station.

Ciudad Trujillo	HI4D*	1010	0.02	Dr. Luis D. Santamaria D.
Ciudad Trujillo	HI7P	6800 sw.*		J. M. Roques Roman
Ciudad Trujillo	HI6Y	6660 sw.*	.025	Alfonso Cuervo
Ciudad Trujillo	HI8T	6122 sw.*	.003	Raul Henriquez S.
Monsenor Nouel, La Vega	HI2T	6480	.20	Jose Arismendy Trujillo
Santiago	HI1A	6190 sw	.25	Rafael Western
Santiago	HI3U	6015 sw.	.1	Fernando Bertran
Santiago	HI9B	6383 sw.	.25	Jacinto L. Sanchez
Santiago	HI1S*	6420 sw.	.2	Generoso Carnelli
Santiago	HI1D*	6480 sw.	.1	Maria J. Tavarez
Puerto Plata	HI9T	6170 sw.	.10	Luis A. Pelegrin
	HI9U	1010	.025	
Puerto Plata	HI5P*	6565 sw.	.03	J. M. Modesto
San Cristobal	HI1R	6420	.20	Luis Alberti
San Pedro de Macoris	HIH	1420	.15	Domingo Diminguez
	HI1J	6025	.25	Fausto Donastorg
San Pedro de Macoris	HIH	6025 sw.	.25	Fausto Donastorg
Romana	HI3C	6690 sw.	.15	Antonio Herrero Hernandez

* Reported off the air by FBIS.

ECUADOR

Ambato	HC1VT	6550 sw.	0.1	Municipio de Ambato
Cuenca	HC1AO	4200 sw.	.0015	Humberto Espinosa
Cuenca	HC1CC*	7461 sw.	.004	Comunidad Salesiana
Guayaquil	HC2CW*	900 sw.	.0025	Alfonso Silmot
		8400 sw.		
Guayaquil	HC2OAD	9400 sw.	0.2	Odalia Aruz de Garcia
		900	0.1	
Guayaquil	HC2AJ	1050	1.0	Duis Alcivar Elizalde
Guayaquil	HC2JSB	1250	0.2	Juan S. Beher
		7854 sw.*		
Guayaquil	HC2RB	1250	0.1	Eric Williams
Guayaquil	HC2CM			
Guayaquil	HC2ET	9200 sw.	0.2	Jose Santiago Castillo
	HC2GI	1165	0.1	
Guayaquil	HC2DC			
Guayaquil	HC2AU	1350	0.2	Augusto Alvarado Olca
Guayaquil	HC2RL	6647 sw.	0.2	
Ibarra	HC1IM	4020 sw.	0.3	I. Municipio de Ibarra
Portoviejo	HCJB4	3645 sw.	.003	Clarence W. Jones
Quito	HCJB	974	.7	Clarence W. Jones
		4108 sw.	0.150	
		12455 sw.	7.0	
		9958 sw.	.7	
		28040 sw.	.025	
		7235 sw.	.14	
		27850	1.0	
		14200	1.0	
		7068	1.0	
		1019		

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Quito	HC1PM	5725 sw.	0.15	Leonardo Ponce
Quito	HCQR	1330	0.3	Carlos Mantilla O.
Quito	HCQRX	5970 sw.	0.3	Carlos Mantilla O.
Quito	HC1GQ*	9163 sw.	0.15	Ferrocarril del Dur
Quito	HCBT	1304	0.25	Cesar Mantilla
	HCBS	9350 sw.	0.25	
Quito	HCK*	5885 sw.	0.3	
Quito	HCIGP	7874 sw.	0.2	Miguel Olugel Gonzales, owner; Padre Elias Brito, Dir.
Quito	HC1AD	1410	.25	Operated by Cia. Anterandina de Broadcasting—Vincente Ordonez Pellares, Enrique Arrengui R.
	HC1AB			
Quito	HC2ROZ			
Quito	HC1BF	7265	.3	Adriano Jaramillo
	HC1BD	1111	.2	
Riobamba	PRADO*	6618 sw.	0.5	
Riobamba	HC1CT*	14760 sw.		

* Reported off the air by FBIS.

EL SALVADOR

San Salvador	YSR	6520 sw.	0.8	Alberto Cevallos
San Salvador	YSS	640	0.5	Direccion General de Communicaciones, Govt. of El Salvador
	HUB	4795 sw.	0.3	
	YSD	7894	0.5	
	YSM	11710	0.4	
San Salvador	YSP	780	.115	Fernando Alvayeros Sosa
	YSP-1	1560 sw.		
	YSP-A*	760		
	YSP-B	10400 sw.		
San Salvador	YSO	6150 sw.		

* Reported off the air by FBIS.

GUATEMALA

Guatemala City	TG1	1310	0.3	Govt.
	TG2	6220 sw.	1.	Department of Communications
	TG3	2320	.015	
Guatemala City	TGW	640	10.0	Guatemala Govt.
	TGWA	15170 sw.	10.	
	TGWB	6480 sw.	1.	
	TGWC	1520 sw.	1.	
Guatemala City	TGX	1415	.05	Miguel Angel Mexicano Novales
Quezaltenange	TGQ	1450	1.	Govt.
	TGQA	6400 sw.	0.2	

HAITI

Port-au-Prince	HHWB	9550		
Leogane	HHK*	6200	25.	Haitian Govt.
		9620 sw.		
		1820 sw.		
		17850 sw.		
		21670 sw.		
		920		
Port-au-Prince	HH3W	10135 sw.	0.5	Ricardo C. Widmaier, Jr.
	HHW	1230	0.25	
	HH2W*	6135 sw.	.03	
		1020		

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Port-au-Prince	HH2S	5945	0.4	
Port-au-Prince	HHBM	6167 sw.	0.1	Frank C. Magliore

* Reported off the air by FBIS.

HONDURAS

Ceiba	HRD2	6235 sw.	0.2	Ing. M. R. Moncada
San Pedro Sula	HRP1	6351 sw.	0.15	Filiberto Diaz Zelaya
Tegucigalpa	HRN	6875 sw.	.2	Rafael Ferrari

NICARAGUA

Granada	YNFT	7500 sw.	0.1	Jose F. Tercero Z.
Granada	YNLAT	7625 sw.	0.1	Leonidas A. Tenorio
Granada	YNWW			
Leon	YNJAT	5758 sw.	0.6	Jose Agustin Tijerino
Leon	YNDG	6850 sw.	0.8	Dionisio E. Gallo
Managua	YNLG	1530		
Managua	YNPH	6610 sw.*	1.	
Managua	YNPS	8590 sw.*	0.8	
Managua	YNOW	1230*		
Boaco	YNBO	6760 sw.	1.0	La Voz de Nicaragua (Govt.)
Managua	YNCQ	6850 sw.*	0.8	Mendoza y Hermanos

* Reported off the air by FBIS.

PANAMA

Colon	HP5K	6005 sw	0.2	Jose Jaen y Jaen
	HOK	640	0.25	
Colon	HP5F	6080 sw.	0.15	
Panama	HP5G	11780 sw.	0.5	Jose Antonio Sosa M.
	HOA	1000	1.0	
Panama	HOC	1440	.025	Jose Jaen y Jaen
Panama	HP5A	11700 sw.	.3	Jose Jaen y Jaen
Panama	HOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama	HP5B	6030 sw.	0.15	Ernesto de la Guardia, Jr.
	HP5C	730	.4	
Panama	HP5H	6122 sw.	0.15	M. Lombardo Vega
Panama	HP5J	9600 sw.	0.2	Servicio Publica de Radio,
	HP6J	1258 sw.	0.1	Manuel Doce

PARAGUAY

Asuncion	ZPA1	6010	2.5	Official Govt. Station
Asuncion	ZP1	970	0.1	Atilio C. Bajac
Asuncion	ZP4	730	0.1	Iseru and Scarello
	ZP8	11850 sw.*	0.1	
Asuncion	ZP6	1300	0.1	Emilio Jordan Livieres
Asuncion	ZP9	970	1.2	A. C. Bajac
Asuncion	ZP10	1330	0.1	Victor Noriega
Asuncion	ZP11	1200	0.1	Juventus Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP17	1030	0.1	Jose Hanemann
Asuncion	ZP3	700	.6	Teleco Paraguaya S. A.
	ZPA3 sw.			

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Asuncion	ZPA2	11721 sw.*	5.	Teleco Paraguaya S. A.
	ZPA6	7890 sw.*	5.	
	ZPA7	15780 sw.	5.	
	ZPO3	13333 sw.*	5.	
Encarnacion	ZP5	920	5.0	Philips Argentina, S. A.—operator; Jaimie Yankelevitch—owner
Encarnacion	ZP7	900	0.1	Julio Cormillot
Villarrica	ZP15	700		
Villarrica	ZP6	1300	0.1	Emilio Jordan Livieres

* Reported off the air by FBIS.

PERU

Arequipa	OAX6B	6035 sw.	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	0.25	J. Antonio Umbert F.
	OAX6E	6055 sw.	0.3	
	OAX6D	9500 sw.	0.25	
Arequipa	OAX6A	6050 sw.	0.1	Jorge E. Olazabal Benavides
Callao	OAX4C	1160	0.3	Alvarada & Urteaga
Chiclayo	OAX1A	6150 sw.	0.2	J. Carlos Montoy D'
Cuzco	OAX7A	6128 sw.	0.1	Carlos Lizarraga Fisher-Montero
Huancayo	OAX4P	6200 sw.	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6116 sw.	0.4	Victor Priano Storace-Castilla
Ica	OAX5B	1460	0.2	Luis de los Heros y de los Rios
	OAX5C	9590 sw.	0.2	
Lima	OAX4H	6095 sw.	1.	Armando Ortiz Lambert
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	Empresa Peruana—Bolivar & Carcovich
	OAX4G	6190 sw.	0.25	
Lima	OAX4Z	6082 sw.	15.	Gobierno del Peru
	OAX4A	854	10.	
	OAX4T	9562 sw.	10.	
	OAX4R	sw.		
Lima	OAX4E	960	0.2	Ing. Juan P. Goicochea
	OAX4K	9545 sw.	0.25	
Lima	OAX4I	1320	0.25	
	OAX4J	9520	0.2	
Lima	OAX4X		0.3	Dianderas Samanez
	OAX4Q		0.2	
Lima	OAX4L	1250	0.2	
Lima	OAX4U	1030	1.0	
	OAX4V sw.	6010	0.5	
	OAX4W sw.	9510	0.5	
Trujillo	OAX2A	6000.57 sw.	0.25	Rafael Larco Hoyle
	OAX2B	1400	0.25	

SURINAM (DUTCH GUIANA)

Paramaribo	ZPH	5865	0.150	J. C. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.

URUGUAY

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Canelones	CW47	1470	0.3	Julio J. Rabassa
Canelones	CW3	580	0.3	Diario Rural S. A.
Cerro Largo-Melo	CW53	1580	0.25	Ruben D. Lucas
Colonia	CW1	550	4.5	R. Berotti & R. Montellano
Colonia	CXA8	11840	3.0	Jaime Yankelevich
Colonia	CXA14	6055	1.0	Jaime Yankelevich
Durazno	CW25	1430	0.5	Artola, Evangelisti y Cia.
Florida	CW33	1200	0.075	Omar F. Barreiro
Lavalleja-Minas	CW43	1420	0.5	Juan R. Volante
Maldonado	CW51	1560	0.5	Hector Lamaison
Montevideo	CX4	610	5.0	Direccion Agronomia (Ministry of Agriculture)
Montevideo	CX6	650	20.0	Servicio Oficial D. R. F. (Ministry P. E.)
Montevideo	CX8	690	0.5	Ramon Puyal
Montevideo	CX10	730	1.0	Batlle y Gestoso
Montevideo	CX12	770	20.0	Luis A. Artola
Montevideo	CX14	810	15.0	Difusoras del Uruguay
Montevideo	CX16	850	50.0	SADREP Ltda.
Montevideo	CX18	890	5.0	Difusoras El Espectador Ltda.
Montevideo	CX20	930	2.0	Carlos L. Romay
Montevideo	CX24	1010	2.5	SADREP Ltda.
Montevideo	CX28	1090	5.0	Walfrido Figueira Moran
Montevideo	CX30	1130	2.0	Silva y Larrea
Montevideo	CX32	1170	0.5	Comp. Uruguaya de Publicidad
Montevideo	CX36	1250	1.0	Vazquez y Walder
Montevideo	CX38	1290	5.0	Servicio Oficial D.R.E. (Ministry P. E.)
Montevideo	CX40	1330	0.5	Julio J. Rabassa
Montevideo	CX42	1370	1.0	Hector Vernazza
Montevideo	CX44	1410	0.25	Julio J. Rabassa
Montevideo	CX46	1450	1.5	Guzman Bertachi
Montevideo	CXA3	6075	2.5	Leon y Landeira
Montevideo	CXA4	6125	5.0	Radio Electrica
Montevideo	CXA6	9620	20.0	
Montevideo	CXA10	11900	20.0	(Ministry of P. E.—Uruguayan Govt.)
Montevideo	CXA18	15300	20.0	
Montevideo	CXA19	11705	4.0	Difusoras El Espectador Ltda.
Montevideo	CXA21	6170	1.0	Julio J. Rabassa
Montevideo	CXA30	6035	1.0	Silva y Larrea
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Rivera	CW43B	1480	0.75	Walfrido Figuiera Moran
Rivera	CW49	1340	0.06	Jorge Dowton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Domingo Giordano
Salto	CW27	660	0.25	Luis Batlle Berres
Salto	CW31	1120	0.25	Salvador E. Pera
San Jose	CW41	1360	0.05	Pedro Brucoleri
San Jose	CW47A	1510	0.1	Fasola Rios y Tibori
Soriano-Mercedes	CX52	1570	0.5	Anibal Frabaside, Juan Orlando Kelly, Jose Pedro Iragaray, y Florencio Donato Montero
Soriano-Mercedes	CW46B	1460	0.05	Roberto Tarucell
Tacuarembo	CW46A	1400	2.0	Luis S. Dini
Treina y Tres	CW45	1390	0.25	Marroche y Lacurcia

VENEZUELA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Acarigua	YV3RF	3490 sw.	.104	Pausides Sigala
Barcelona	YV6RC	3450 sw.	1.5	L. J. Arroaza
	YV6RE	1080	.25	
Barquisimeto	YV3RE	1475	.775	Avilcar Segura
	YV3RN	4990 sw.	.300	
Barquisimeto	YV3RS	3490	.65	Rafael A. Segura
Caracas	YV5RN	4920 sw.	5.0	Ricardo Espina, Dir.
	YV5RA	960	10.0	Almacon Americano
Caracas	YV5RB	790	4.72	Dogowitzle Sidlitz
	YV5RM	6150	2.3	H. Deewitz, Dir.
Caracas	YV5RH	720	1.0	Pbro. J. M. Pallin
	YV5RX	3430 sw.	.75	(Catholic Church)
Caracas	YV5RG	1010	.96	Compania Anonina
	YV5RU	4860 sw.	5.0	C. E. Riskel, Dir.
Caracas	YV5RI	590	1.138	Oscar Vincentelli, Director
	YV5RY	3380 sw.	1.96	
Caracas	YV5RL	1160	1.0	Ponce & Benzo Scs.
	YV5RW	3400 sw.	1.15	
Caracas	YV5RQ	882	1.182	Cia. Anonima
	YV5RS	3360 sw.	2.1	H. Deewitz, Dir.
Caracas	YV5RC	1100	.50	G. Veloz Manoera
	YV5RD	3300		Under construction
Caracas	YVKA	630	.88	National Govt.
	YVKO	4950 sw.	5.	National Govt.
	YVKB	6172 sw.	2.2	National Govt.
	YVKC	9640 sw.	2.2	National Govt.
	YVOR	11725 sw.	2.2	National Govt.
	YVPX	15315 sw.	2.2	National Govt.
Ciudad Bolivar	YV6RA	1400	.68	E. Torres Valencia
	YV6RU	4790 sw.	.96	E. Torres Valencia
Coro	YV1RT	3300 sw.	.175	J. Romero
Coro	YV1RY	4770 sw.	.30	Roger Leyba
	YV1RW	1370	.193	Roger Leyba
Cumana	YV7RA	1200		L. J. Arreaza
	YV7RB	3470 sw.		L. J. Arreaza
La Guaira	YV5RZ	1050	.75	Carlos L. Perez
	YV5RV	4760 sw.	1.05	Carlos L. Perez
Maracaibo	YV1RA	1300	.09	Luis Garcia N.
	YV1RV	4750 sw.	.30	
Maracaibo	YV1RC	1400	.52	Pedro Bermudez
	YV1RT	3370 sw.	.455	
Maracaibo	YV1RD	1150	.2	L. G. Govea
	YV1RU	3440 sw.	1.0	L. G. Govea
Maracaibo	YV1RF	1120	.55	N. Vale Quintero
	YV1RX	4800 sw.	2.0	
Maracaibo	YV1RL	4810 sw.	.300	J. A. Higuera
	YV1RK	1250	.437	J. A. Higuera
Maracay	YV4RK	3390 sw.	.465	Atilio Ormezzano
	YV4RL	1430	.193	
Maracay	YV4RX	3310 sw.	.1	Luis Croquer
	YV4RD	1150	.1	
Merida	YV2RC	3420 sw.	.60	A. M. Quintero
Pt. Cabello	YV4RR	1490	.520	Rafael A. Segura
	YV4RQ	3480 sw.	.885	
San Cristobal	YV2RN	4820 sw.	2.0	J. Diaz Gonzalez
	YV2RB	980	.325	
Trujillo	YV1RO	3310 sw.	2.0	Pedro J. Torres
Valera	YV1RZ	4840 sw.	.30	Jorge L. Ferbes, owner; Pedro Flores I., Dir.
Valencia	YV4RO	4780 sw.	.30	H. & G. Degwitz
	YV4RA	1350	.83	
Valencia	YV4RP	3460 sw.	1.0	Miguel Ache
	YV4RE	1400	1.138	

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Acapulco	XEKJ
Aguascalientes	XEBI
Aguascalientes	XERO
Celaya	XEMC
Ciudad Guzmán	XEBA
Ciudad Juárez	XEP
Ciudad Obregón	XEOX
Ciudad Victoria	XEBJ
Ciudad Valles	XETR
Campeche	XEA
Cananea	XEFQ
Colima	XERL
Córdoba	XEAG
Cuernavaca	XEY
Culiacán	XESA
Culiacán	XEBL
Chihuahua	XEFI
Chihuahua	XEBU
Durango	XEE
Ensenada	XEPF
Fresnillo	XEMA
Guadalajara	XELW
Guadalajara	XEHL
Guanajuato	XEJT
Hermosillo	XEBH
Hermosillo	XEHQ
Irapuato	XEBO
Irapuato	XEWE
Jalapa	XEJA
Jalapa	XEKL
León	XERZ
León	XEFM
Linares	XER
Los Mochis	XEOF
Matamoros	XEAM
Mazatlán	XETK
Mazatlán	XERJ
Mérida	XEME
Mérida	XEFC
Mexicali	XECL
Minatitlán	XEDW
Morelia	XEI
Morelia	XELQ
Monterrey	XEFB
Monterrey	XEMR
Navajoa	XEGL
Nogales	XEHF
Nuevo Laredo	XEFE
Oaxaca	XEAX
Orizaba	XETQ
Parral	XEJR
Parral	XEAT
Piedras Negras	XEMJ
Piedras Negras	XEMU
Puebla	XEHR
Querétaro	XEJX
Reynosa	XERT
Sabinas	XEBX
Saltillo	XEDE
Saltillo	XESJ
San Luis Potosí	XECZ
San Luis Potosí	XEBM
Tampico	XETU
Tapachula	XETS
Tepic	XERK
Tepic	XEXT
Tijuana	XEC
Torreón	XEBP
Torreón	XEDN
Tuxpan	XETL
Uruapan	XEUF
Veracruz	XEU
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Villa Acuña	XEDH
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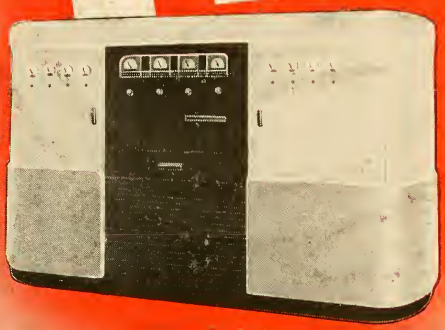

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